



Exploring the role of Celebrities' Instagram Accounts in changing the behaviour of consumers: Case study of Kuwait

A thesis submitted for the degree of Doctor of Philosophy By

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Declaration

I hereby declare that the thesis is based on my original work, except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at Brunel University or other institutions.

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Abstract

This study explores the credibility criteria and brand personality of celebrities' Instagram accounts within the context of Kuwait. In order to explore this issue, this study adopts Ohanian's (1990) model and Aakar's (1997) model for studying credibility criteria and brand personality; respectively.

Regarding methodology, primary data were collected through focus groups and interviews with fans and Small Medium Enterprises' managers who follow celebrities' accounts. Furthermore, secondary data were carried out by approaching different corporate websites specialising in social media celebrities.

The findings of this study indicate that there are distinctive taxonomies for the celebrities' accounts (i.e. sincerity, competence, sophisticated, excitement, and ruggedness). This is compatible with the Aaker's Model. Moreover, the findings indicate that followers of the Instagram accounts (i.e. SMEs and fans) are motivated by the attitudes and behaviour of the account holders who reflects Ohanian criteria of credibility (i.e. expertise, attractiveness, and trustworthiness). Regarding practical contribution, this study has developed a new model to investigate the potential relationships between ads produced by different celebrity accounts and the audience motivations to purchase. The main limitation of this study relates to the inability to generalise the findings without undermining their trustworthiness.

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1 Introduction

This section defines the meaning of social media platforms including Instagram. Also, it explores two models (i.e. Aakar and Ohanian) on Kuwaiti celebrities Instagram accounts so as to explain the role of celebrities' accounts on Instagram in crystalising marketing behaviours followed by managers of small and medium enterprises as well as ordinary customers.

This section aims to identify the meaning and types of social media as well as determine the reasons behinds selecting Instagram as a social media platform in order to perform this study (subsections 1.1 and 1.2). As such, it would examine the role of Instagram from there perspectives (i.e. its scope in social media, its importance for customers, and its functionalities from the view of celebrities). Moreover, within subsection 1.3, this study examines the link between social media, celebrities and branding (product/services); followed by, subsection 1.4 which explores the ubiquitous dominance of social media in contemporary organising. In subsection 1.5, the link between social media and brand personality will be scrutinised. Subsection 1.6 briefly introduces Aakar Model and Ohanian Model because of their importance in this study prior to explaining knowledge gap and research problem in subsections 1.7 and 1.8, respectively. In subsection 1.10, aim and objectives will be presented and finally research outlines will be summarised in subsection 1.11.

1.1 Constituents of social media

With the advancement of Internet and technology, the emergence of social media has become predominant throughout the whole world (Al Saud & Khan, 2013). The social media platform is considered as the most proficient platform in the present day as it helps the people being in any part of the world to get connected with the others (Kaplan & Haenlein, 2010). In other words, social media platform brings the individuals closer to each other thereby forming an effective network or association between them. Nowadays, business enterprises also use social media in order to get associated with their stakeholders or other firms which help them to carry out their business proceedings and functionalities in an efficient manner. Social media has transformed the communication process which facilitated the human interactions with the whole world (Edosomwan et al., 2011).

Although social media has paved the way individuals and businesses communicate with each other since the time it came into existence, it has gained importance and popularity worldwide during the 21st century. There are different social media sites such as Facebook, Twitter, LinkedIn, Instagram, YouTube, Snapchat, and CyWorld which have made it convenient for the people to interact with each other on effective means (Kaplan & Haenlein, 2010). The adoption of social media platform in business has enabled the firms to gain sustainable competitive advantage in the overall sector (Edosomwan et al., 2011). Thus it can be said that the emergence of social media has transformed the business interactions to a wide extent. It has helped to increase the effectiveness of business operations and establish overall business potentiality (Hays et al., 2013).

Business organisations today tend to use social media as an effective communication tool as it helps to save time and promotes swift interactions (Edosomwan et al., 2011). The customers can be able to get access to different brands and view their offered products and services easily. With the help of social media sites, the firms can send or share pictures or videos of a wide range of products and services for gaining the attention of more customers in the market. Since it is a wide platform used by the people across the whole world, the companies can reach out to a large number of potential customers and strengthen their brand identity. Through various social media platforms like ***blogs, microblogs, social networking sites, content communities*** and ***consumer review websites***, the companies can increase brand awareness among the customers significantly.

There are different types of social media platforms that are basically used by the business organisations in order to improve their marketing operations and accomplish their goals (Holloman, 2014). These platforms are explained clearly as follows:

Blogs: The most archaic or ancient type of social media platforms can be defined as the blogs. Blogs contain certain updated web pages which represent a particular group (Schultz et al., 2011). It is important to write the blogs in plain and simple informal or conversational languages and styles so that the people can easily understand them (Sharifi et al., 2010). Blogs are usually considered as the personal web pages written in diary-style. These are published on World Wide Web which is generally denoted as 'www.'. Blogs can be created by the companies in two ways: one for the customers and the other for the employees and other shareholders

(Chen et al., 2011). The business organisations create their own blogs in which they share most relevant information to their customers regarding their products and services in proper textual format. The companies share pictures, catchy taglines and short and simple texts which influence the customers' buying behaviours. Moreover, blogs are also created to update the employees and the shareholders about different changes in operations or organisational developments (Sharifi et al., 2010). It helps to keep them active and motivated to tackle all sorts of organisational activities. The companies create a separate space for customer complaints in their blogs so that they can write negative feedbacks therein (Jones et al., 2015).

Microblogs: Like the blogs, microblogs are also an effective form of social media platform which the individuals generally use for creating some short and regular posts (Ellison & Boyd, 2013). The companies use microblogs for making instant short posts regarding their offerings so as to create maximum brand awareness among the potential buyers in the whole world. These short messages or micro posts can be written in the microblogs in terms of short texts, photos, videos and audios and posted in Facebook and Twitter which can help the companies to attain the attention of the customers. Companies can also give hyperlinks in the microblogs to give information to the customers regarding their available products and services.

Social networking sites: The concept of social media is primarily associated with social networking sites which have gained predominance in the current business environment (Chu & Kim., 2011). In today's society, people tend to mostly use social networking sites as the best communication and interaction tool which provides high facility to them for connecting with each other across the whole world (Indrupati & Henari, 2012). Through different social networking sites like Facebook, Twitter, and Instagram, LinkedIn, and Pinterest people can communicate and share many things with each other effectively. All these social networking sites give opportunities to the people to get connected with people all across the world, view others' profiles, send messages to them, give status updates through audio, videos and photos and share personal details with them (Jones et al., 2015). It is a great platform to invite new friends by sending or accepting their friend requests. In this current competitive and constantly changing business environment, the use of social networking sites has proved quite beneficial for the companies. The images and videos of the products and services are posted in the social networking sites by the companies which attract the attention of maximum customers towards the brands. These posts help

the companies to attain competitive advantage and market sustainability over their competitors. Hence marketing through social networking sites is profitable for the organisations.

Content communities: Different images, short texts and PowerPoint presentations are included in the content communities. In the personal profiles of the users must share their basic information like the number of images or videos they are posting in the content communities (Vom Brocke et al., 2010). Their joining dates will also be there at their personal profile pages. One of the most predominant and popular content communities is YouTube where the users post different videos about various things. There is a separate space for the viewers where they can give their positive or negative comments effectively. Companies use YouTube for showcasing their products and services to the wide mass of customers all over the world for gaining their best attention. However, there are risks of copyright infringements associated with the content communities for which the companies might have to remove their shared materials.

Consumer review websites: As the name suggests, the websites which are concerned upon the reviews and perceptions of the consumers are called the consumer review websites (Kim, et al., 2016). These kinds of social media platforms help the companies to get access to the diverse opinions and perspectives of the consumers regarding their products and services thereby helping them to improve further (Zhang, et al., 2010). For example, in case of Amazon, the consumers write about their viewpoints in a separate section. The company acknowledges those reviews to improve their product and service quality and ensure consumer satisfaction and commitment. In this way, the businesses can gain sustainable competitiveness in the current dynamic business environment (Zhu & Zhang, 2010). The rankings of these consumer review websites increase thereby facilitating the consumers' buying decisions.

Instant messaging applications: Different instant messaging applications have been introduced with the development of social media platform which have influenced the communication process among the users. Although instant messaging apps seem similar to the other social networking sites, however, instant message apps facilitate one-to-one communication process which can either be long-lasting or temporary unlike the other sites.

1.2 Adopting Instagram as a social media platform

1.2.1 In terms of social media

As depicted by Aaker & Equity (1991), Instagram is one of the effective social media tools which are used by the business enterprises in order to increase their brand reputation and awareness in the market. By adopting Instagram the companies are able to market their products and services widely before a huge mass of customers all over the world (Aaker, 1999). According to Phua et.al, (2017), the companies can gain the attention of several customers by promoting their brand identity over Instagram. In the last few years, Instagram has paved the way for the companies to excel in its brand promotion. Choi & Rifon (2007) opined that as there are millions of users of Instagram, the companies are able to get quick access to their target audiences (Jin & Sung, 2010). Initially Instagram did not have marketing value, but as times passed by, it has become an effective platform for reaching a huge customer base with short messages and visuals. In the words of Li et.al, (2012), companies tend to create their personal profile pages on Instagram and post different pictures and videos in order to have a strong brand image among the customers all over the world (De Veirman et.al, 2017). The viewpoints of Djafarova & Rushworth (2017) state that people can use this particular social networking site on both iPhone and Android devices making it suitable and convenient for them to get access to several reputed brands (Kapferer, 1997). According to BASFIRINCI & ÇILINGIR (2015), the pictures posted on the Instagram profiles of the companies are able to provide a deep insight of their products and services to the customers (Lury & Moor, 2010). Companies of all countries including Kuwait can also communicate with the consumers through direct messages (DMs) which facilitate close relations between them. Jahn & Kunz (2012) even stated that Instagram also allows the companies to ask the customers for using a particular hashtag (#) in order to tag their pictures. This leads to a brand trending which ultimately increases brand recognition among several customers (Avis, 2012). Thus as depicted by the Govers (2013), the use of Instagram is proved as an effective means of establishing connection between the consumers and the companies.

1.2.2 In terms of customers

The use of Instagram is highly beneficial for the customers. According to Carroll (2009), the people choose Instagram nowadays to a great extent in order to get

access to several reputed brands across the whole world. Since the customers are oriented with technology and social networking sites, Heere (2010) has stated that the companies have been promoting their available products and services on different platforms to attract the customers' attention (Lockwood, 2010). It has been perceived that by using Instagram, the buying behaviours of the consumers have been facilitated. In the words of Lockwood (2010), the information and details of the products and services available on the Instagram profiles of the companies help them to select the best brands and fulfil their needs. Pongsakornrunsilp & Schroeder (2011) have stated that through the help of the companies' Instagram accounts, the consumers tend to visit different brands and compare the prices, qualities and different other features of the products and services thereby choosing the correct ones as per their necessities (Marchand & Hennig-Thurau, 2013). As per the viewpoints of the Miles (2014), Instagram influences almost 75% of the buying decisions of the consumers. The potential and prospective buyers spend a time in surfing Instagram and getting access to several brands to select the most effective ones for satisfying their demands and wants (Grönroos, 2011). It has been said by Adner & Kapoor (2010) that the consumers feel quite convenient and easier to browse the app and make their necessary purchase decisions without visiting the physical stores. They are able to see the pictures of the products and catch up with the companies through direct messages. As opined by Djafarova & Rushworth (2017), the customers can comment below the posts shared by the companies and their feedbacks help them to choose the suitable brand for them. As more and more brands advertise their products on Instagram, they get highly influenced and feel attracted towards consuming those. Thus it has been said by Basfirinci & Çilingir (2015) that the use of Instagram fosters the sale values and revenue margin of the companies.

1.2.3 In terms of celebrities

According to De Veirman, et al., (2017), the Instagram accounts influence the celebrities also on wide basis. The celebrities are considered to be the popular and famous actors, actresses, sportsmen, singers, dancers, and authors. who have established a separate and individual identity in the entire world. As opined by Ding, et al., (2011), they are the familiar faces who are greatly appraised and recognised by all the people. Hence their personal Instagram accounts are followed by millions

of people worldwide. Carroll (2009) has underpinned that celebrities play an extensively important role in influencing the buying decisions of the consumers. Being popular, different companies tend to use their popularity for enhancing their brands among the potential buyers. In the words of Escalas & Bettman (2015), the companies endorse the celebrities to become the 'face' of their brands. Zauner, et al., (2012) have commented that this is done with a motto that more and more customers will get attracted to their brands if they find their favourite celebrities consuming their products and services. The general thought lies that the customers rely upon those products which are of good quality. As commented by De Veirman, et al., (2017), people believe that the celebrities use or consume highly superior quality products and services and thus the brands endorsed by them represent such superiority. However, there are several brands which are not followed by many people. In this case, Avis (2012) opined that the celebrities post or share their advertisements with a particular brand on their personal Instagram accounts so that their followers can get access to the brand and visit their page. Celebrity endorsements act as a potential means of marketing which influences the buying attitudes of several customers. According to Aggarwal & McGill (2011), since celebrities are admired and adored by all, it becomes feasible for them to introduce a new product to their followers thereby making it a widely recognised one through effective advertising. Consumers tend to show positive attitudes towards the brands endorsed by their favourite celebrities and thus their buying attitudes get influenced. Hence as demonstrated by Ambroise, et al., (2014), the companies are able to attract a huge mass of potential customers by endorsing their brands through celebrities and posting them on their official Instagram profiles.

1.3 The link between social media, celebrities and branding (product/services)

Social media, celebrities and branding are interconnected with each other to a wide respect Wood & Burkhalter (2014). Companies in the current competitive business environment tend to use social media sites in order to promote their products and services and gain sustainable competitive advantage in the long run. In the words of Whan Park, et al., (2010), the firms use different social media sites so as to advertise their products on large scale and attract the attention of several customers in the market across the whole world. Whan Park, et al., (2010) opined that the consumers

basically get attracted to those brands which offer them the best quality products and services at an attractive price. Hence the companies need to share all the relevant information of their offerings in absolute detail so that the customers can get to know about those and decide upon their purchases.

It has been perceived by Morokane, et al., (2016) that nowadays, social media has become an integral part of everyone's lives. As demonstrated by Fatanti & Suyadnya (2015), people spend maximum time in surfing social media sites like Instagram and connecting with each other to a great extent. It is an effective marketing tool in the modern business environment which has facilitated the communication process thereby influencing the buying intentions of the consumers. According to Carroll (2009), advertising through social media leaves a great impact on the behavioural attitudes and thoughts of the consumers on the basis of which they make their purchase decisions. Through social media sites like Instagram, the Kuwaiti companies are able to divert the attention of maximum customers towards their brands. Hence Aaker David (1996) stated that in this way, the sales volume of the companies increases thus gaining them strong brand recognition.

With the help of social media sites, the consumers are likely to go through the reviews of the other consumers which influence their buying behaviours. As recorded by Turner (2017), most of the consumers purchase products and services or get associated with a particular brand based on the consumer reviews and recommendations. There is a close inter-relationship between celebrity endorsements and brand awareness over social media marketing. Sasmita & Mohd Suki (2015) perceived that it has become the latest trend of advertising the brands through celebrity endorsements which has helped the companies in spreading brand awareness among the potential buyers across the whole world. Consumers get highly influenced through their favourite celebrities. In the words of Salinas (2011), business organisations sign contracts with the popular celebrities for advertising their products and services and become the 'face' of their brands.

Jahn & Kunz (2012) stated that the celebrities act as the reference group of individuals who actually refer their followers or fans to get engaged with a brand they are endorsing. People tend to believe the fact their favourite celebrities use only the premium quality products and services and thus their buying decisions get strongly influenced. According to Turner (2017), the television stars, actors, sportsmen, models and other famous personalities are highly admired and aspired by many

people who follow their social media accounts (for example, Instagram accounts). The followers of the celebrities' accounts closely observe their behaviours, attitudes, lifestyles, habits, likes and dislikes. Hence as recommended by Jin & Sung (2010), it is of utmost importance for the companies to make sure that they choose those celebrity faces who have the skills and potentialities to drive the attention of their followers towards their brands.

As indicated by Choi & Rifon (2012), the celebrities should have the capability to convey effective messages to the followers so that their buying decisions get influenced. Celebrity endorsements in social media help in brand promotion and increase brand loyalty. Unlike the non-celebrities, celebrities are regarded as the most trustworthy and reliable individuals according to Morokane, et al., (2016) who create a positive impact in the minds of the prospective buyers. Small and medium scale enterprises of Kuwait and all the other countries use social media platforms to promote their brands through celebrity endorsements so that large scale brand recognition can be gained in a short period of time. In the words of Christodoulides & De Chernatony (2010), celebrities have the power to persuade their followers to buy products and services from the brand they are endorsing. When the consumers find that the message conveyed by the high profile celebrities satisfactory and convincing, they get associated with those brands. For gaining brand popularity, Djafarova & Rushworth (2017) ensured that there are three most important factors which should be considered in case of celebrity endorsements namely source credibility, source attractiveness and source power.

Source credibility: According to Nenonen & Storbacka (2010), it represents the extent of trust and expertise that the consumers have upon the sources. In marketing and brand promotion, the consumers have trust upon the celebrities and believe that the message and information that they are conveying through their social media accounts are accurate and effective. Thus the credibility of the sources is measured.

Source attractiveness: The sources chosen for conveying the brand messages must be attractive enough to influence the people's minds. As per the viewpoints of Choi & Rifon (2007), the companies need to select those celebrities who have sufficient knowledge about the products and services that they are endorsed with. For example, a sportsman should have knowledge and expertise about the sports shoes and other accessories that are needed in sports. An actor or a model should not be chosen by the companies for giving advertisements for sports accessories. Choi &

Rifon (2012) demonstrated that the consumers' buying choices get influenced through the perceived traits and behaviours of the celebrities. The attractive personality of the celebrities and their qualities will motivate the consumers thereby promoting the Kuwaiti companies' brands (Felix & Borges, 2014).

Source power: In the words of Choi & Rifon (2007), the celebrities chosen for promoting a brand should have the power to grow interest among the customers for buying products and services from that particular brand. The messages conveyed by the celebrities should be able to motivate the customers regarding the fact that the brand is able to fulfil their needs.

Thus according to researchers, the brand promotion is effectively done through celebrity endorsements over social media.

1.4 The ubiquitous dominance of social media in contemporary organising

Social media has become the most predominant and ubiquitous tool in the present day business organisations (Lockwood, 2010). Nowadays, as the level of market competition is increasing every day, Kim & Ko (2012) commented that the business enterprises have been in the rush of attaining market sustainability and competitive advantage over their competitors. In the words of Oh (2000), social media is used as the marketing tool by almost all the large companies across the world for increasing the brand awareness and reputation of the companies among the potential customers. As perceived by Lury & Moor (2010), social media marketing helps the companies to resolve all the customer complaints thereby establishing a close relationship with them. The Li, et al., (2012) have underpinned that engagement of more prospective buyers is possible through the use of social media. Since consumers are acquainted with social media sites, they tend to visit the profiles or pages of different brands for viewing their products and services and the customer reviews. This widely facilitates the consumer motives thereby influencing their buying choices. Thus Prahalad & Ramaswamy (2004) indicated that the contemporary organisations use social media extensively. The social media reviews have motivated the consumer purchases to a large extent.

For the development of an effective customer base, Percy & Rossiter (1992) stated that the companies today use social media for promoting their brand identities effectively on worldwide basis. It has become a must for the businesses to flourish and prosper in the market and as such social media plays an important role.

According to Kim & Ko (2012), the use of social media helps to increase the strengths and potentialities of the companies for which the brand recognition is increased. It has become possible for the business firms to reach out to a huge mass of potential buyers and target them effectively. As opined by Melo & Galan (2011), through the help of social media platforms, the firms are able to post different pictures, convey short messages, and videos. of their offered products and services in order to gain the attention of majority of the customers in the market. In the words of Phua, et al., (2017), the contemporary companies have increased their market visibility and competitiveness by using social media sites. The organisational activities and functionalities are made public by social media sites which ensure the efficiency of the companies.

Hackley & Hackley (2015) depicted that the customers are able to communicate and express their viewpoints effectively with the companies through social media sites which strongly encourages them and motivates them to stay connected with the brands. According to Aggarwal & McGill (2011), social media is a platform to socialise and today the social media networks provide finest opportunities to the marketers to establish relationship with the prospective customers. As opined by Hatch & Schultz (2010), a close bond between the customers and the companies is established which increases the visibility of the companies on Internet. Up-to-date information is provided to the customers through social media which influences their buying preferences and choices. It is believed by Whan Park, et al., (2010) that the publicity gained through social media marketing is way beyond imagination. Advertising through the means of different social media sites helps the companies to make the customers aware of their availabilities and offerings (Percy & Rossiter, 1992). According to Jin & Sung (2010), innovative and potential business ideas and knowledge can be exchanged with each other thereby enhancing the operational qualities and business stability.

1.5 Social media and brand personality: the importance of establishing a link

It is important to know the links between the social media and brand personality as proper branding of the products and services can be best done through involving celebrity personalities over social media sites. As per Heere (2010), the brand personality is considered to be a definite set of human characteristics which are

associated with a particular brand name. The consumers tend to connect with the brand personalities which can satisfy their needs. According to Keller, et al., (2011), an effective brand enhances the brand equity of the companies with the specific set of traits that the consumers enjoy. **Aaker's brand personality model** reveals the five most important factors resembling the brand personality such as sincerity (honest, cheerful, down-to-earth), excitement (daring, imaginative, creative, up-to-date), competence (intelligent, reliable, trustworthy, successful), sophistication (charming, upper class) and ruggedness (roughness, tough, outdoorsy) (Aaker, 1995). Perceptions of the customers towards the personalities depend upon the lifestyles, attitudes, ways of conveying messages, activities, interactions and habits which play an essential role in influencing their thoughts about a brand as suggested by Aaker (1999). Aaker & Biel (2013) have underpinned the fact that brand personality highly affects the consumers' buying behaviours on social media. Brand recognition and brand recall performance go simultaneously with each other. According to Grönroos (2011), the brand recognition increases as the customers recall a particular brand more.

Hence in accordance with the opinions of Charlesworth (2014), it is essential for the Kuwaiti companies to make sure that their brands leave a long-lasting imprint on the minds of the customers so that they can recall them over and over again for fulfilling their needs. It has been indicated by Avis (2012) that customers today prefer having honest brand personality on the social media platform who can convey truthful and reliable messages and information to them regarding the choice of brands. The customers feel mostly inclined towards identifying the differences in the personality traits of the celebrities selected by the companies for their brand promotion (Whan Park, et al., 2010). According to Govers (2013), brand personality is a unique symbol which is depicted by the companies through social media sites. The effective brand personality drives the people to follow a specific brand on social media. It is the personality which inspires the customers to associate with a brand. Hence as per Chen (2010), it is necessary for the Kuwaiti companies to choose such celebrity personalities on social media whose behavioural traits and attitudes are able to motivate and convince the customers for getting attached to a brand.

1.6 Explaining Aakar model and Ohanian model

As this study relies essentially on combining two models (Aakar and Ohanian), it is necessary to have brief explanations about each model before explaining knowledge gap and research problem.

1.6.1 Aakar Model

Aakar Model is a marketing model that examines brand equity as a mixture of brand awareness, brand associations and brand loyalty so as to add up the value given by a service/product. According to Aakar, the starting point in brand management is done by introducing a brand identity which reflects a special array of brand associations introducing what the brand represent and gives to customers a brand image that is inspiring. Aakar mainly perceives brand identity as comprising of eight to twelve factors which can be classified into four categories: (i) Brand as product which is comprised if products' scope, attributes, users, uses, country of origin, and value of the product, (ii) Brand as organisation which reflects organisational attributes as well as global activities versus domestic workers, (iii) Brand as person which covers brand personality and customer brand relationships, and (iv) Brand as symbol which includes visual audio imagery, brain heritage, and metaphorical symbols. According to Aakar (1997), brand personality uses five factors (i.e. sincerity, excitement, competence, sophistication, and ruggedness) and through dividing brand personality into these elements, Aakar aims at establishing a brand strategy comprised of distinctive factors in order to improve, elucidate and distinguish a brand from its competitors. Indeed, companies neatly adopt these factors to keep in high level of touch with the customers regarding what their brands stands for.

1.6.2 Ohanian Model

The Ohanian Model is about identifying the credibility of source. In the due process of communication between various segments in the market and/or various people on the Internet, there is substantial role is implemented by the level of persuasion inherent to the transmitted messages. The level of persuasiveness of a message relies on the Credibility of the source which can impact attitudes, intentions and behaviour of consumers. Thus, credibility is an integral part of communication process between people including communication that occur in the Internet for marketing purposes.

According to Ohanian (1990), credibility is multi-dimensional concept that is composed of three elements (i.e. trust, expertise, and attractiveness). Trust indicates to the trust of the source from which information is deducted. As such, the more the source of information is trusted, the more the people perceive this source of information as a valid source. According to Ohanian, trust; in turn, is established in people start believing that a particular source of information is honest, addictive, and sincere. Expertise indicates to the capacity of the source to be viewed as qualified, expert, and professional. The element of expertise depends on a number of issues such as expert (a person who disseminate the information), the knowledge level of receivers of the disseminated information. In relate to the element of attractiveness, an attractive source would amplify the issued messages through particular features (i.e. elegance, beauty, and style). Ohanian indicated that an attractiveness element relies on issues such as similarity, familiarity and likeability.

1.7 Research problem

SMEs managers would make advertisements through this social media accounts and customers would, arguably, tend to buy products/services that appear on these particular accounts of social media (Broadbent et al., 2010; Michaelidou et al., 2011; Caprara et al., 2001). Through relying on Aakar Model of brand personality, the brand personality of these particular social media accounts (i.e. the given Instagram accounts) will be examined (Guo & Saxton, 2014; Kwak et al., 2010; Caprara et al., 2002). Furthermore, determining the credibility of these Instagram accounts of celebrities which is used as brand personality will be done through relaying on Ohanian Model (Chang, 2014; Meske & Stieglitz, 2013; Heymann-Reder, 2012). From a practical point of view, this would help SMEs in classifying the celebrity Instagram accounts based on Aakar model into distinctive categories and then selecting the credible Instagram accounts of celebrities to be used as brand personality for their products/services (Click et al., 2013; Holloman, 2014).

The discussion of these two models of brand personality would bridge a gap in the literature as no study connects between the Aakar Model and Ohanian model within the context of social media in Kuwait. Furthermore, from a practical point of view, the managers of the SMEs would be able to use particular Instagram accounts that have credible brand personality as platform for their advertisements (De Vries et al., 2012). This would save time and cost of these companies as well as they would

make sure that their advertisements; for example, would be resonated by a higher number of people, would be liked and/or commented without adverse effects (Culnan et al., 2010; Lacho & Marinello, 2010). Also, this research would consider the reasons upon which the customers (ordinary Kuwaiti users) would follow particular Instagram accounts which motivate them to explore, imitate and purchase (Dwivedi & Johnson, 2013; Eisend & Stokburger-Sauer, 2013).

Up-to-date, there are no studies that examined factors that impact the behavioural intention of Kuwaiti ordinary customers towards using social media (i.e. Instagram accounts of celebrities) as being a credible motivation for them to explore, imitate, and purchase (Goldberg, 2013; Goodrich & De Mooij, 2014). Furthermore, there is no study that examined the reasons upon which social media users do use some accounts on social media as credible platform for explore, initiate and purchase products while evade other accounts on social media (Gullov-Singh, 2011; (Gill & Dawra, 2010). Furthermore, when using particular type of social media (i.e. Instagram account of a celebrity) as a credible platform for explore, initiate and purchase products and services, there are insufficient studies that examined whether an increasing in some metrics such as the number of the number of comments and/or likes on an advertised item would eventually lead to increasing in credibility of the Instagram account (Edosomwan et al., 2011; McCann & Barlow, 2015).

1.8 Knowledge Gap

Aakar Model has been used in photo and Audio personality under category of brand as a symbol. This has been confirmed in a number of studies (e.g. Austin, et al. 2003; Gill & Dawra, 2010; Kim et al., 2001). Thus, it can be seen that Aakar Model was used on the photo of celebrities rather than celebrities' accounts on social media. However, within the context of Instagram, the account on Instagram is a mere composition of photos and videos. Thus, Aakar Model tends to measure the personality of photos and videos that inserted on the Instagram account. However, the contribution of this study would be by taking the brand personality of all these photos and videos. This eventually means examining personality of Instagram accounts of celebrities (Dwivedi & Johnson, 2013; Ngai et al., 2015). That is to say, Instagram account will be perceived as a brand for particular service/product. Then, through Aakar Model, the personality of this brand would be determined. This is unique contribution to the current knowledge as it is the first study that dealt with

Instagram account as brand and then work on identifying the personality of this brand though depending on Aakar Model.

In regard to Ohanian Model, sources of information (i.e. sources of marketing) of particular services/products should be dubbed as valid so as to increase demand on the service/product. In the age of social media, Instagram accounts of celebrities are used as marketing platforms for many companies where companies paid celebrities money to dress particular cloths or drive particular cars (Stephen & Galak, 2012). Thus, it is essential to identify the level of validity regarding each celebrity Instagram account in order to help customers (either SMEs manager who want to advertise their services/products on this specific celebrity or/and fans who are followed this particular account and get influenced by the advertisements on this account) (Pfeffer et al., 2014). This study is unique as it uses the elements of credibility mentioned in Ohanian Model for the purpose of measuring the level of credibility in Instagram account or each celebrity. Within the age of social media, identifying the validity of source of information is vital taking into consideration; for instance, the facts that a state, such as Russia, successfully used social media platforms in another state (i.e. USA) for meddling in USA elections and overturn the result of American elections in favour of one of the presidential candidates (Silverman, 2016). As social media platforms can shift elections of the mightiest state in the world (i.e. USA); thus, it is a priori that social media can be used as marketing platform (Allcott & Gentzkow, 2017). Thus, there is moral and economic necessity to enable SMEs managers and fans from identifying credible social media accounts so as to enable them from selecting advertisements that only mentioned in credible social media platforms (credible Instagram accounts) (Graber & Dunaway, 2017). Accordingly, exploring the credibility of social media platforms (i.e. Instagram) is essential for establishing successful strategies for SMEs managers as well as for fans (Passikoff, 2012; Paulussen & Harder, 2014).

In addition to the unique contribution of this study in using Aakar Model for dividing the brand personality of Instagram Account, and in addition to use Ohanian Model for examining the credibility of Instagram accounts, this study combines the two Models (i.e. Aakar Model and Ohanian Model). Through a combination, this study aims to identify and classify the types of celebrity Instagram accounts according to Aakar's model and then Ohanian's model. This will allow the most credible types of celebrity Instagram accounts in terms of personality brand to be identified. By this

meaning, this combination of Aakar's model and Ohanian's model constitutes a contribution to the current literature.

1.9 Context

This section is divided into three subsections: (i) a brief description about the meaning of SMEs and its role as a backbone in the Kuwaiti economy followed by a synopsis of the current usage of social media as a marketing tool within Kuwait with a particular focus on the role of Instagram, including: (ii) the role of Instagram in marketing and branding, and (iii), a brief definition of the meaning of celebrity.

With regard to SMEs, firms can be classified into macro, medium, and small companies based on a number of factors (i.e. sales, balance sheet and number of employees) as mentioned in the following table:

Current Definition of SMEs in Kuwait based on the Kuwaiti National Fund Law		
Enterprise Category	No. of Employees	Starts Up Capital
Small	<5 Kuwaiti National employees	Less than 25000 KD
Medium	5-50 Kuwaiti National employees	25000 -500000 KD
Macro	>500	>500000 KD

Table 1-1 Thresholds for Small, Medium, and Macro Companies (source: Kuwait Pressreader, 2017)

In table 1-1, small companies are companies that have number of employees less than 5 with starts up capital of less than 25000 KD. Medium companies are companies that have number of employees less than 5-50 with starts up capital of between 25000 -500000 KD. Macro companies are companies that have number of employees more than 500 with starts up capital of higher than 500000 KD.

In 2017, Kuwait has 60000 registered companies amongst them 25000 are perceived as SMEs (Press Reader, 2017). However, interestingly, Kuwaiti Law does not reflect the real number of SMEs as it excludes all companies the employee non-Kuwaitis despite the fact that 90 % of companies employ non-Kuwaitis (Press Reader, 2017).

Following an investigation of the current adoption of social media, the range of social media subjects from entertainment and communication to politics and business (Roy et al., 2014; Nobre & Silva, 2014; Rugova & Prenaj, 2016) is noticeable. More specifically, within the field of business, Edosomwan et al. (2011) have noticed the growing trend towards using social media as a marketing tool in order to gain competitive advantage within the market. This benefit is extremely important for SMEs because using social media can be easy and cost effective and hence SMEs do not need input from experts to make use of the benefits and do not incur extra costs (Kaplan & Haenlein, 2010). Nonetheless, using social media should be done systematically in order to make efficient use of the potential benefits. The systematic use of social media should include determination of the appropriate platform for advertisements and identifying ways of measuring the return of investment that results from using social media as a marketing tool (Roy et al., 2014; Nobre & Silva, 2014). This study focuses on examining the suitability of using Instagram of celebrities as a marketing tool within Kuwait.

Kuwaiti firms tend to use social media as a marketing instrument to get the attention of a considerable number of potential customers. The essential sites that Kuwaiti companies use for enhancing the profile of businesses and promoting their brands are *inter alia*: Twitter, Facebook, and Instagram. The adoption of social media is one issue but the efficient and successful adoption of social media is another matter altogether, as duly mentioned by Alwagait et al. (2015). Furthermore, while the use of social media as a marketing tool might be successful in one country, it may not be effective in another country (Goodrich and De Mooij, 2014). This is because distinctive cultures have heterogeneous values and, accordingly, they have varied behaviours when dealing with particular situations such as the use of social media (Instagram) as a marketing tool (Hofstede, 2003; Ngai, Tao & Moon, 2015). Therefore, in order to successfully implement Instagram as a marketing tool in

Kuwait, SMEs need to take into consideration the cultural perspectives of Kuwaitis prior to its use. In other words, Kuwaiti SMEs should understand the factors that impact on the perceptions, preferences, choices and tastes of Kuwaiti customers and affect the behavioural intentions of Kuwaitis in their Instagram use (Wheeler, 2000).

Generally speaking, the literature review only reveals limited studies about SMEs' use of social media as a marketing tool although the relative importance of SMEs on the domestic economies of countries has been studied (Abed et al., 2015; Al Saud & Khan, 2013).

In terms of the role of Instagram in marketing, it is a mobile sharing application that launched in 2010. It took around 18 months to be adopted by 50 million people. Furthermore, it has become a common marketing tool on social media with 67% of the first 100 global brands marketing their products and services on Instagram (Interbrand Co., 2013). Furthermore, According to Finn (2013), Instagram is perceived as the fastest growing social media platform for marketing brands. Instagram's prominent trait is its capacity to filter photos. Thus, there is a digital layer which allows the original image to appear professional. In addition, Instagram does not need to adopt software to edit photos as its filter automatically modifies the brightness and colours, and gives a soft glow to the images to yield a vintage appearance. After preparing a filtered photo, the users can share the photos either on Instagram or on other social media platforms such as Twitter and Facebook. Thus, in using Instagram, marketers can share well-shaped and filtered photos in order to attract potential customers as visitors to the Instagram account on which these photos are shared.

With Instagram, which is a social media platform that empowers the customers, the value of brand begins shifting from a top-down, company-centric position to a new bottom-up approach through cyber social sharing of the personalised experiences of customers. In other words, interaction has shifted from company to customer on the one hand to customer to customer. Based on its transient and centric nature, customers and businesses are using distinctive methods to inform brands' own stories, or to adopt a brand to manifest them. This process establishes a fuzzy line between the customers and the business, between the viewers and the

photographers. Accordingly, brand arguably becomes a mixture of the image posted on the official website (celebrity account in this study) and the images from customers posting hashtags of the name of the brand. This triggers an important issue (i.e. the main brand website, which is the celebrity account, could lead to a cascade of hashtags about the brand). Thus, selecting a main celebrity account as a brand could play a key role in determining the process of brand marketing as a whole. Hence, it is essential to classify the types of celebrity accounts according to their personalities in order to help SME managers when they decide to adopt a particular celebrity account as a main brand account.

With regarding to the concept of celebrity, celebrities are “... individuals who have achieved a significant level of fame that makes them well known in society” (Young and Pinsky, 2006, p. 464). The concept of ‘celebrity’ occupies a pivotal position in contemporary culture (Koernig and Boyd, 2009; Lord and Putrevu, 2009). Celebrities are a direct output of the values of the society they live in. They have a pervasive power in the media to influence public opinion and the needs of the marketing industry (Safko, 2010). A celebrity, in marketing science, plays different roles. A celebrity endorses products and can make advertisements for products. Endorsement of a product is “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 1989, p. 310). This endorsement is perceived to enhance the recognition of a particular brand, help to generate a positive brand attitude (Petty et al., 1983), increase sales (Friedman and Friedman, 1979) and generate loyalty to the brand through word-of-mouth (Bush et al., 2004).

The scope of this research is not the celebrity per se, but rather the celebrity social media account. In details, the celebrity is a person who can talk about a product in a magazine or in a newspaper. However, the scope here includes a celebrity on social media who tweets or posts about his personal life and the products he uses (Culnan et al., 2010). This is perceived to be more convincing to the audience than the first type of promotion (Marwick and Boyd, 2011). Social media celebrity account personality is a new concept introduced in this thesis to conceptualise the personality of social media accounts of celebrities. This concept has two dimensions. The first relates to celebrity identity, whereas the second dimension relates to the photos and

videos personalities publish on their accounts. Both dimensions interact within the context of social media in order to create social media account personality as will be discussed later.

1.10 Aim and Objectives

Aim

This thesis aims to investigate the impact of using celebrities' social media accounts on consumers' purchase decisions. In doing so, the thesis seeks to explore how and to what extent SMEs' in Kuwait can categories use and apply local Celebrities' personalities, projected through their Instagram accounts.

Objectives

- Analysing consumer motivation for social media engagement and how that influences purchase products.
- Investigating how and to what extent consumers respond to celebrities' personalities projected on their Instagram accounts.
- Analysing how celebrity personality projected on their Instagram accounts can be used to promote SME products and brands.
- Developing taxonomy for categorization for celebrity accounts on social media in relations to relevant theoretical models and deriving appropriate managerial implications for SMEs.

1.10.1 Research Questions

- What motivates consumers to engage with celebrity social media accounts?
- Which attributes of celebrity personality projected on social media influence consumers to purchase their endorsed brands?
- How celebrity Instagram accounts are perceived by consumers?

- What is the basis for identifying celebrities and how they are fitted as brand personality with SMEs?
- How the fitness between the SME and celebrity and between fans and celebrity can be translated into selection basis for SMEs and a following up basis for fans?

1.11 Research Outline

In Chapter 2, the literature review, this study discusses a number of points as follows: an introduction to the literature review is given which contains descriptions of how consumers feel attracted to a particular brand. In Section 2.1, the concept of brand and branding is discussed by highlighting how companies can create positive brand image in the minds of customers through effective branding techniques. In Section 2.2, the concept of brand equity is discussed and evaluated properly to show how perfect branding techniques can yield high brand value for companies.

In Section 2.3, the idiom of brand personality is analysed by describing the importance of brand personality, its development and its nature. Different theories for judging brand personalities and also the dimensions of the same are evaluated in detail. In Section 2.4, brand personalities are measured using qualitative methods and the reason for not using a quantitative method is discussed. In Section 2.5, the relationship existing between brand personality and brand image is evaluated by highlighting the concept of brand image. In Section 2.6, the activities of consumers during prosumerism are described.

Section 2.7 explores the models and theories of personality and brand personality (i.e. Abridged Big Five Circumplex model (AB5C), Wiggins' interpersonal categories, Brand Personality Frameworks of the Big Five Model, Aaker (1997) and Stichting Wetenschappelijk Onderzoek Commerciële Communicatie (SWOCC). After that, in Section 2.8, the motivations for online shopping are examined and divided into two broad sections (hedonic and utilitarian). In section 2.9, motivations for using social media are discussed and these motivations are divided into motivation to explore and motivation to imitate. Section 2.10 and Section 2.11 respectively, focus on examining the motivations of SME managers and fans to use social media. Section 2.12 develops the research framework based on Aakar's model and Ohanian's

credibility model and this model is based on the three sides of the marketing triangle (i.e. SME managers, celebrities' Instagram accounts, and fans). Section 2.13 summarises Chapter 2 of this study.

Chapter 3 covers the study's methodology. This qualitative research aimed to collect text data using two data collection tools (i.e. focus groups and interviews). Data were collected from 2 focus groups and each group consisted of 8 participants. The first group included law students and the second group included workers in the Kuwaiti Civil Centre Unit. The interview data were gathered from two types of participant (i.e. SME managers and customers). For the SME managers, the number of participants was 13, and a further 13 customers participated in this study. The selection of participants was carried out via snowball sampling by posting an invitation on the researcher's social media account. Also, the researcher asked his friends to post the invitation on their social media accounts. After finishing each interview, the interviewee was asked to recommend somebody with certain characteristics (i.e. with a preference for certain accounts representing one of the celebrity account personalities). Chapters 4, 5, and 6 focus on collecting and interpreting the data through using thematic analysis. Chapter 7 will highlight theoretical and practical implications for the findings. Furthermore, it provides synopsis about the whole study including limitations and future recommendations.

2 Literature Review

Relying on a mere physical products and services without making proper marketing for it would not surely increase financial performance of organisations (Nan & Heo, 2007). This is because consumers' concerning about their consumption as they prefer purchasing those products and services which reflect a high brand (Keller et al., 2011). As such, when the products are marked with the company name and labelled well, customers feel very attracted to them. That is to say, they have a perception that branded products can yield them optimum quality which can satisfy

their needs (Heere, 2010). Consequently, as customers tend to spend money on purchasing branded products, unmarked products give an impression that they are of lower quality and, as such, customers do not feel attracted to them (Putler, 1992). This is based on the idea of the reasonable man which is based on the premise that the customer exercises average care, skill, and judgment before paying money for products (Dittmar, 2005). Hence, this reasonable customer would tend towards products/services for which he/she can trust that the afforded price equals the provided product/service (Blattberg, Eppen & Lieberman, 1981). Having a level of certainty that the paid price is fair is not possible without knowing the brand of the product (Blattberg et al., 1981). This is because of the proliferation of like products that fulfil the same purpose; hence, their brands would constitute the criterion upon which the fairness in price is determined (Dittmar, 2005).

Accordingly, brand value plays a significant role in influencing consumers' buying decisions. In the age of shrill exhortations on capitalism, immense production, which is based on machines, has flooded the markets with various like-products which exist in many of the same markets (Salecl, 2011). From a *prima facie* point of view, this gives consumers a sense of freedom based on their ability to choose (Salecl, 2011). However, paradoxically, this sense of freedom to select breeds a sense of inequality, anxiety, and guilt (Schwartz, 2004). Indeed, like products create a tyranny of choice which have to be untangled by consumers (Schwartz, 2004). In order to release themselves from this tyranny, customers tend unintentionally to reduce these choices by simply selecting one product to fulfil a particular purpose and this selection is based on their *ad hominem* beliefs that this particular product satisfies their needs and can be afforded (Fasolo, McClelland & Todd, 2007). The selection of such a product, however, is completed after consumers have been convinced by the brand of the product (Fasolo et al., 2007). Interestingly, there is no need for consumers to be convinced on the grounds of rational reasons; rather, they can be convinced based, for example, on the endorsement of celebrities who support the product for purely financial gains as will be discussed in this study (Fasolo et al., 2007).

Through a strong brand image, marketers are able to reach out to a huge customer base thereby holding customer attention in terms of their offerings. In the words of

Aaker & Biel (2013), companies today use branding as an effective marketing strategy as it helps to secure their profitability position in the overall market. The utilitarian attributes and functional qualities of the products and services are strongly focused upon with traditional branding strategies (Rucker & Galinsky, 2009). In the current competitive business environment, companies have a strong focus on how they can increase their brand identity and recognition among potential customers (Rucker & Galinsky, 2009).

Heere's comments (2010) indicate that the increasing competition has made it much more difficult for firms to sustain their successful position in the market based on the functional qualities of products. There is a perceived risk that customers will switch over from one brand to another which is a prominent example of competition among brands. Good product's attributes are copied by rival firms and similar products are manufactured to gain customers (Homer, 2008). This is considered to be an important limitation faced by brands which focus upon product attributes only. Hence, Whan Park et Al. (2010) stated that it is essential for marketers to concentrate on several factors beyond product attributes so as to deliver emotional and symbolic facilities and benefits to customers.

In order to tackle this purpose, in section 2.1, brand personality strategy has been considered of vital importance over recent decades. Many brand personalities fail to explore the actual concept and thus, it is considered to be a relatively vague concept (Homer, 2008). In this chapter, different concepts relating to this particular research study are discussed, thereby highlighting the theories of brand personality. This study will describe the concept of branding and its relationship with consumer buying behaviours. Moreover, in subsection 2.2, the concept of brand equity is discussed in this chapter. Besides this, in subsection 2.3, the concept of brand personality and the way in which Kuwaiti marketers use this strategy through the Instagram accounts of the Kuwaiti celebrities is broadly analysed in this chapter. In subsection 2.4, measuring brand personality was tackled followed by subsection 2.5 about evaluating the relationship existing between brand personality and brand image. In subsection 2.6, activities of consumers during consumption process was examined. In subsection 2.7, theories and models related to personality and brand personality was explored. In subsection, 2.8 issues of hedonic motivation and utilitarianism

motivation for online shopping were explained. Subsection 2.9 explores motivation to explore and imitate when using social media. Furthermore, in subsection 2.10 SMEs motivation to use celebrity accounts on social media for marketing was explored followed by investigating Fans' motivation to use celebrity account on social media in subsection 2.11. Finally, in subsection 2.12 general layout for the various factors explained in this study will be highlighted.

2.1 Concept of Brand and Branding

The concept of brand and branding are interrelated with each other. It is through the process of effective branding that the brand recognition and identity of companies and products and services can be created. Brand is actually the recognition of a specific product or service which influences the customers to show interest in purchasing (Vigneron & Johnson, 2017). A brand image drives the perceptions and attitudes of the customers towards the products and services thereby facilitating their buying intentions (Vigneron & Johnson, 2017). Thus, according to Rosenbaum-Elliott, Percy & Pervan (2015), 'brand' can be defined as a trademark, label, symbol or logo of a company which reflects its uniqueness and competitive image over other companies in the market. Consumers prefer to purchase branded products which have a definite label and are packaged well. They feel more interested in buying branded products over unbranded ones as they feel that those can yield maximum value and satisfaction to them (Rosenbaum-Elliott et al., 2015). According to Kim & Ko (2012), brand is more like a promise which the companies make to the customers to attract them and increase their loyalty. They make a pledge that they will serve the customers with the best quality products and services which can give them a uniform and high level of utility.

Business organisations, especially SMEs often get really confused about choosing their marketing techniques and strategies in order to impress customers and gain their interest. There are several options for branding of products and services to create a positive brand image in the overall market. With the help of effective branding techniques, business organisations are much more likely to win over customers' trust and faith and thus can engage them successfully in the market.

Proper branding influences the customers to purchase repeatedly from a single brand which indicates their loyalty and commitment towards the same.

Accordingly, firms today pay more attention to increasing their brand identities and use several techniques for doing so like improving the products and services and developing innovative and creative promotional measures (Füller, Matzler & Hoppe, 2008). The concept of branding has become very prominent over the years; however, with increasing competition in the market, maintaining a brand image has become very complex. As opined by Chen (2010), nowadays, only the name of the companies is not considered as a brand. Proper branding is required to maximise customers' attention and loyalty. The way people visualise a product or a service and the features of the same influence their brand choices (Chen, 2010). Effective branding helps companies to become unique and different from others (Füller et al., 2008). It increases the sense of distinctiveness among different companies. Consumers have the right to choose different products on the basis of their brand identities (Vigneron & Johnson, 2017).

In other words it can be said that the brand perceptions of customers are influenced widely through an effective branding process. For example, Kuwaiti SMEs advertise their products and services on social media like Instagram by using celebrities' personal Instagram accounts. This naturally attracts potential customers and thus the brand value of the companies increases. Companies all over the world, including in Kuwait, build up strong brand identities and image by means of brand personality strategy. Using Instagram accounts of celebrities such as in the context of Kuwait, many SMEs tend to market and promote their products and services which strongly attracts a considerable number of customers to the products and services of the companies (Fleck, Korchia and Le Roy, 2012). This indicates that the companies need to concentrate upon brand publicity and spread awareness among potential customers about their offerings. This, in turn, increases the sale values of companies thereby leading them towards success. As per the viewpoints of Christodoulides & De Chernatony (2010), branding creates both positive and negative impressions in the minds of the customers.

Hence the organisations need to adopt appropriate and effective promotional strategies which will engage more customers in the market. The appropriateness of

promotional strategies increases the brand image of the companies and thus customers get a positive vibe through association with the same (De Mooij, 2013). Thus it can be said that brand is a significant aspect for every organisation and marketers need to adopt improved branding strategies to attain recognition and success (Atwal & Williams, 2017). Marchand & Hennig-Thurau (2013) suggest that brand is the significant factor that maintains the concept, basic design and symbolic identification of the product produced by any organisation. Brand represents the prospect by which a firm can easily gain reputation and fame in the marketplace. It can be said that promoting brand image through the social media (Instagram accounts in this study) accounts of the celebrities can automatically cause companies to be perceived as creative and unique compared to other competitors in the marketplace, thereby yielding them more brand value. Brand value can be defined as relating to consumers' choices and feelings towards a service; people choose a brand by judging how the brand can motivate them and reflect their identities. The perceptions of Delbaere, McQuarrie & Phillips (2011) indicate that brand value is apparently holds the overall configuration and presentation of that particular brand along with service quality, performance ratio etc. By recognising the brand, consumers may then focus on that particular brand (Delbaere et al., 2011).

In the case of traditional marketing processes, the management of a firm promotes the firm's brands on the basis of advertising costs, pricing index and valuation of the products, and then they also wait for the feedback of customers (De Mooij, 2013). Feedback was collected through survey methodology and through this process consumers could be able to show their perceptions towards that material (Basfirinci and Çilingir, 2015). By virtue of traditional or conceptual marketing, brand value is the sustainable backbone of an organisation in this competitive market environment. This is a long term process whereby consumers could be familiar with the service and they could interact with the management at the time of sale (Atwal & Williams, 2017). Effective branding enables organisations to convince potential customers to purchase their products and drives their brand choices.

In this present technology-based generation, companies don't have enough control over their existing brand prospects. The term existing value doesn't have any significance now as people only believe in the creation of new value (Fleck et al.,

2012). For this reason, firms compete to create brand proposition by focusing customer perceptions. On the basis of this, it could be stated that consumers have influence over value creation in the business process (Dolbec & Chebat, 2013).

2.1.1 Product Scope and Brand Scope

Both product and brand are significant for an organisation to increase brand equity and recognition in the overall market. However, how we describe these two concepts is dependent on the perceptions and judgements of the customers who purchase the products and the organisations who offer products to customers. A product can be significantly promoted by a brand or, in other words, brand value can give an extra advantage to an organisation which ultimately increases the potential benefit from promoting a product.

For example, as per this study, Kuwaiti SMEs use the personal Instagram accounts of celebrities to promote their products and services widely to potential customers. Hence this automatically enhances the brand reputation of the companies and encourages the customers to get engaged with the brand. A product differs from a brand considerably. Marketers offer products to the prospective customers in order to attract their attention and influence their buying decisions. It is very important to make sure that the products offered to the customers are capable of meeting their needs. However, on the other hand, brand is considered to be a quality assurance and suggests various tangible and intangible attributes of the products such as symbol, design, features, personality and culture and user image. Compared to a product, Connell (2011) stated that a brand encompasses several extra attributes for the benefit of consumers and all of those are intangible but real. Branded products are perceived as being distinct from normal ones.

The consumers trust the branded products and are ready to pay the required price value for the implied trust. According to Lury & Moor (2010), a product has definite attributes, scope, uses and value while a brand demonstrates brand personality, symbols, organisational association, brand user, original country, and relationships with the customers and their emotional benefits. The differences between a product and a brand are highlighted in the figure below:

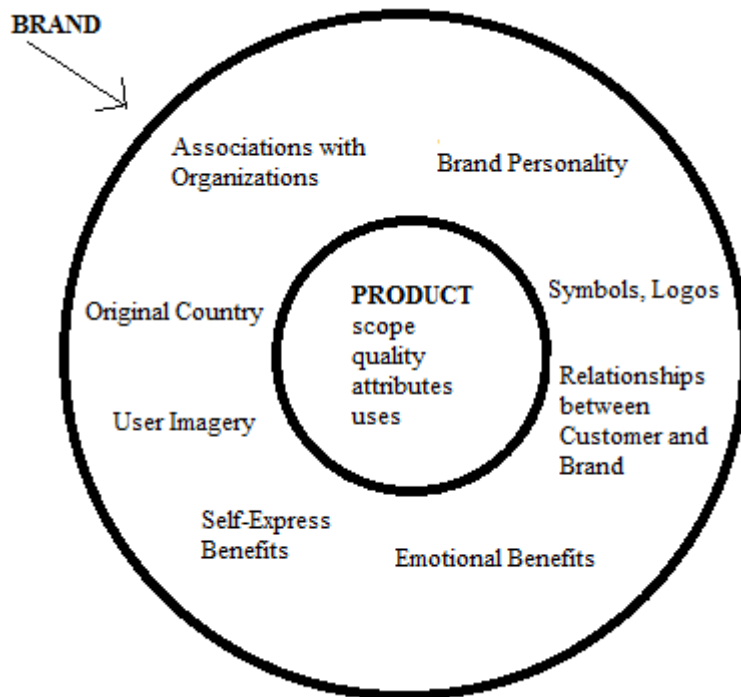


Figure 2-1 The distinction between product and brand (Source: Aaker, 1996, p. 74)

As per the above figure 2.1, a product is comprised of its scope, quality, attributes and uses which are offered to the customers. However, on the other hand, a brand is made up of associations with the organisations, user imagery, benefits of self-expression, original country, symbols/logos, emotional benefits, brand personality and the relationships between customer and brand. Hence a brand facilitates the buying decisions of customers more than a product.

2.1.2 Themes of Different Brand Definitions with their Antecedents and Consequences

There are twelve themes of the definition of brand as suggested by de Chernatony and Riley (1998). As such, brand is perceived and defined from various perspectives and each definition is based on the following definite antecedents and consequences: the antecedent of brand as a logo would highlight the name, sign, design, symbol, features and terms of the product and the consequences would be assurance of superior quality and differentiation through name and visual identity (Walsh, Page, Winterich and Mittal, 2010). Also, the antecedent of a brand as a legal

instrument is regarded as a name, trademark, logo and mark of ownership and the consequences would be prosecution of infringers (Louro & Cunha, 2001). Moreover, when a company deals with a brand, the antecedent includes the corporate name of the company and the image of the same can be recognised and the CEO of the company is responsible for managing and developing brand identity (de Chernatony and Dall'Olmo Riley, 1998). Consequently, corporate personality benefits the product lines and a convenient message is conveyed to the potential stakeholders thereby maintaining a healthy relationship with them (de Chernatony and Dall'Olmo Riley, 1998). Furthermore, when a brand is viewed as an identity system, it is holistic in nature and is structured effectively containing six important aspects along with the importance of brand personality (Olins, 2017). Therefore, the meaning, direction and strategic positioning are effectively clarified and proper communication is carried out with the stakeholders (Olins, 2017). In addition, in a case where a brand reflects a competitive image, it is completely consumer-oriented and creates a definite impression in their minds (Van Ham, 2001).

Accordingly, the input activities of the firms are managed effectively by taking into consideration consumer feedback. Identities can be altered responsibly through proper market research and brand management. Also, if a brand is defined in a way that aims to reduce risks, fulfilment of the consumers' expectations is an issue and, consequently, it constitutes a contract (Rego, Billett and Morgan, 2009). Furthermore, the antecedents of defining brand as a personality would involve companies communicating psychological values to consumers through proper packaging and advertising (Grohmann, 2009). Therefore, brand differentiation is achieved through symbolism and projection of human values and, besides the functional attributes, stress-added values are also communicated (Grohmann, 2009). Additionally, in order to define brand in order to add value, the definition should focus on satisfying the creation of value and providing non-functional extras for the benefit of consumers; value is mostly created by properly designing the products, and effective manufacture and distribution (Steenkamp, Batra and Alden, 2003). Consequently, a suitable price is charged for premium quality products and consumers' experiences and satisfaction levels are enhanced as per their perceptions; value is also created when consumers experience the performance they expect from the products (Steenkamp et al., 2003).

When brand is aimed at establishing relationships, it can be represented as a person who has a relationship with the customer (MacInnis and Folkes, 2017). In this case, brands must be designed so as to respect and recognise the personal choices and attributes of customers, thereby developing a healthy relationship with them (MacInnis and Folkes, 2017). Furthermore, when the values of the customers match the brand, the brand would act as a value system (Schau, Muñiz Jr and Arnould, 2009). Consequently, it should be ensured that the values of the brand match the values of the customer (Schau et al., 2009).

Additionally, when dealing with a brand in shorthand, the quality of the products is highlighted and a large quantity of product information is ignored. Therefore, brand associations are effectively based on recognition and the necessary information is transmitted at a rapid pace, thereby facilitating decisions (Zeithaml, 1988). Finally, when a product and service changes with the different stages of development, brand is perceived an evolving entity (Merz, He and Vargo, 2009).

2.1.3 Brand Benefits

Brand is a vital concern and is one of the most important issues for marketers today (Ilicic and Webster, 2014). Brands are important as they benefit companies in creating maximum value for the customers. They have become an inseparable part of the lives of the people (Koernig and Boyd, 2009). In other words, brands benefit both consumers and manufacturers. As such, for manufacturers, a brand offers different ways of protecting a unique product feature on legal basis as well as helping them to identify and simplify the handling process (Zamudio, 2016). Moreover, brand indicates the level of quality delivered to the customers to satisfy them. This in turn increases the competitive image of companies thereby helping attaining company to attain higher financial returns (Michaelidou, Siamagka and Christodoulides, 2011). Also, products with unique specifications and associations are available to customers. With regard to customers, brand resembles the source of the products and services for the customers (Michaelidou et al., 2011).

In addition, it reduces the risk of a poor quality and inappropriate user image as well as enabling customers to search for cost reducers. Thus, it is a symbol which

advises the customers to buy products and ensures a high level of quality (Passikoff, 2012). Furthermore, it represents a promise or an oath which connects consumers to the product manufacturers and the label or logo is an assurance of the product manufacturers' responsibilities (Iversen and Hem, 2008).

2.2 Concept of Brand Equity

'Brand Equity' is considered to be the value that is derived from the perceptions of customers towards a brand name associated with a specific product or service (Dawar & Pillutla, 2000). Brand value has a significant impact on the value of shares. With the help of brand equity, it becomes possible for firms to generate maximum value from products and services offered thereby retaining customer attention (Dawar & Pillutla, 2000). In marketing, Avis (2012) indicated that companies need to make sure that they are providing customers with products which can yield premium values and that they can increase brand recognition among the huge customer base. Brand equity is very valuable as the products and services offered to the customers are linked to a specific symbol, logo or name which makes them different to the products of competitors in the prevailing market (Dolbec & Chebat, 2013). Also the price value charged against products and services by consumers also reveals the premium brand value.

Brand value can be calculated by companies through proper comparison between the market share in value and the market share in units. An increase in the market share in value over the market share in units will indicate the creation of brand value in the market. It is very important to measure brand value and several methods can be used by marketers. The brand equity concept has five different assets or five liabilities which are associated with a particular brand symbol, logo and name. These strongly depict brand awareness, brand loyalty, brand associations, perceived quality of the products and other proprietary brand assets (Avis, 2012). Hence to measure brand equity, Aggarwal & McGill (2011) indicated that firms should consider these five assets over financial attributes and try to evaluate them from such a perspective.

Brand equity can create high value for firms in several ways. More specifically, it enhances customer loyalty and commitment, it allows marketing programs to be effectively improved which can attract many customers and ensure their retention, it provides efficient leverage in the network or channel for product distribution, it

permits premium pricing thereby increasing profit margins, it facilitates brand extensions ensuring the growth of ensured firm, and it allows a firm to create a competitive image through brand equity assets which reflect strong networks over other competitive firms in the market (Burmman, Jost-Benz & Riley, 2009).

2.2.1 Awareness

As discussed by Aaker (1991), brand awareness is another important determinant of brand equity which focuses upon potentiality of customers regarding identification of a specific product category related to a particular brand. It is all about measuring the extent to which consumers feel related or familiar with the reputation, goodwill, image, usefulness and qualities of the product categories of a particular brand (Macdonald and Sharp, 2000). Creating awareness for a particular brand among prospective customers is of utmost importance as it helps to strengthen the brand image and identity of companies in the market (Macdonald and Sharp, 2000). Firms need to make sure that they are promoting their brands successfully and widely before potential customers so that they can create a positive and long-lasting impact on them. It is necessary to attain a good imprint on customers' memories in order to attract them and ensure their commitment (Homburg, Klarmann & Schmitt, 2010). According to Rauschnabel and Ahuvia (2014), brand recall performance and brand recognition go hand in hand with each other and it is through these that brand awareness can be measured. It is by means of effective brand awareness that customers are capable of recognising or recalling a brand. Brand recall is important as, through such means, companies can influence customers to memorise and recall a brand while purchasing particular products and services. Hence in this way, brand equity can be successfully created by companies (Homburg et al., 2010).

2.2.2 Loyalty

Brand loyalty means that consumer behavioural show commitment towards a particular brand (Yoo & Donthu, 2001). That is to say, the loyal consumers tend to repeat-purchase products and services from the same preferred brands over and over again irrespective of their price or convenience (Guido & Peluso (2015). The value of brands can be increased considerably due to customer loyalty. Brand loyalty measures the value placed on a brand that is offered to customers which satisfies

them (Clark, Doraszelski & Draganska, 2009). Repeat-purchases by highly loyal consumers tend to increase the sales volume of the companies thereby making a significant positive impact on company profits (Clark et al., 2009). When companies ensure brand loyalty among their potential customers, it becomes quite easy for them to predict their sales effectively.

Brands with loyal customers have the potentiality to become market leaders and can remain in the competitive position for many years in spite of changes in consumer buying patterns, market trends, consumer attitudes, preferences and competitiveness in the market (Yoo & Donthu, 2001). According to the definition of Keller (1998), though brand loyalty is related to consumers' commitment towards brands, both concepts are distinct from each other. Brand loyalty is judged by calculating the number of repeat purchases of consumers. However, Keller (1998) argued that a customer can even repeat-purchase from a particular brand without being strongly committed to it. Consumers may associate with a particular brand simply because of their usual habits. Hence, in order to ensure that consumers are connected and loyal to a brand, it is necessary for companies to measure the brand commitment of consumers.

It should be ascertained whether the repeated purchases of consumers indicate simple brand preference or brand commitment. In the opinions of Oliver (1997), the concept of brand loyalty is related to brand commitment which refers to the consumers' tendency to re-buy all the products from a preferred brand irrespective of the situational influences and changes in market. Loyal customers tend to respond more favourably to a particular brand than non-loyal customers. By increasing the brand loyalty among customers, the brand equity or value of the companies can be significantly increased (Rauschnabel & Ahuvia, 2014). Therefore, customer loyalty is of utmost importance for companies as it helps the latter to build up a strong customer base which is kept satisfied (Rauschnabel & Ahuvia, 2014). Strong customer loyalty can also help companies to stay firm and competitive which makes it difficult for competitors to affect them.

2.2.3 Associations

Brand equity or value can be increased if it is strongly associated with consumers' needs. Brand associations are generally related to issues such as symbol/logo, product attributes, celebrity spokesperson, and trademark which remain in the memories of consumers thereby influencing their buying intentions (Kuhn, Alpert & Pope, 2008). When consumers are effectively associated with a particular brand, firms can gain sustainable competitive advantage in the market and increase their brand equity (Kuhn et al., 2008). As discussed by Govers (2013), brand associations play a pivotal role in facilitating brand extensions and also restricting competitive market entrants.

These tend to remain deeply embedded in consumers' minds and thus they do not switch over to any other brand. It is a key point to assert that brands are associated with reflecting a positive image so that consumers feel attracted to them and can relate to them (Schau et al., 2009). The attributes of brand and the way companies promote them together establish strong brand associations. High brand equity can be created when consumers can relate a particular product or service to a well-established brand (Steenkamp et al., 2003). A conceptual model of brand associations is proposed by Keller (1998); it is comprised of three components: perceived benefits, which are "the personal value consumers attach to" (Keller, 1993, p.43), brand attitudes and product/service attributes. Effective brand associations increase brand awareness among customers and thus they get to know about successful brands and choose products and services from a preferred brand (MacInnis and Folkes, 2017). When consumers are aware of a brand, they prefer to purchase all their required products and services from that particular brand and, as such, their buying behaviours get facilitated (Louro & Cunha, 2001). In this way, the sale values of brands increase thereby indicating consumers' commitment towards the same.

2.2.4 Perceived Quality

Perceived quality of the brand symbolises the actual quality that is derived by consumers when using a particular product or service (Jahn & Kunz, 2012). Consumers feel highly satisfied when they find that the products and services that

they are purchasing and are using give them exactly the utility they are expecting. This is known as perceived quality which considerably increases the brand equity of companies (Jahn & Kunz, 2012). There exists a direct and positive relationship between the concept of perceived quality of the products and services and the financial performances of firms. The stock returns and the return on investment (ROI) increase due to the influence of perceived quality. By using statistical models, it is possible for companies to earn ROI and stock returns effectively thereby ensuring perceived quality (McCann & Barlow, 2014).

As consumers find that their preferred brand provides them with premium quality products and services, then they feel pleased and become attached to the brand. In this way, brand equity is increased. The perceptions of consumers towards a particular product or service are defined as the perceived quality. Consumers have a tendency to judge the products and services that they consume based on their qualities and utilities. As shown by Lury & Moor (2010), the superior quality of the products strongly satisfies the consumers and thus influences their consumption behaviours. Consumers are also concerned about the prices of products and services. They feel ready to pay any price for commodities which can deliver them the best utility possible. Pongsakornrungrasit & Schroeder (2011) stated that perceived perception of high quality will ensure that consumers will remain completely attached and connected to a particular brand and re-buy products and services from that brand again and again.

Consumers acknowledge and give importance to those brands which deliver quality products which are different and unique from their competitors and also at a premium price. In the words of Zhang et al. (2011), perceived quality of the brands is more complex to define than the mere quality of the products and this is determined by means of the unique and distinctive features of the products. Service quality, on the other hand, can be better understood by consumers through five different dimensions, namely: tangible, responsiveness, reliability, empathy and assurance. The belief of consumers revolves around these five dimensions on the basis of which they judge the perceived quality of the services. These make up the perceptions of consumers and, as such, influence their behaviours towards a brand. Hence the brand equity can be enhanced.

2.2.5 Brand Assets

These include the trademarks, patents and relationships among different channels which are considered to be of immense value if the brands have the potentiality to reduce competitors in the market and prevent them from affecting an established customer base for a particular brand (Salinas, 2011). All these proprietary brand assets tend to protect brand value from being imitated or copied by competitors. The relevance and strength of these brand assets help companies to avoid direct competition from other companies in the market (Salinas, 2011). Thus, brand performance can be increased thereby facilitating customers' choices and buying intentions. Interestingly, when two brands join forces together to get benefit and advantage from each other's brand assets for the aims of brand activations, and product development or in their brand communication, the result case will be termed as brand cooperation (Barth et al, 1998).

2.2.6 Brand Value Co-creation

As introduced by Hatch & Schultz (2010), the term co-creation in the case of brand proposition is highly relevant in this modern world. The bonding between consumers and the management of organisations is not dependent on monetary exchange policy or product valuation etc.. The perception of consumers has a strong impact on creating a product portfolio. In the words of Marchand & Hennig-Thurau (2013), consumers can share their thoughts and ideologies through different online platforms like Instagram where people can express opinions on services through images. In the past, firms focused on the dominant logic of goods where tangible services were given preferences, but now firms strongly consider service-based dominant logic where skills and knowledge are given priority. As per this principle, Iglesias et al. (2013) suggested that consumers could share their thoughts at the time a product is designed and constructed.

This type of technology-based brand value creation has changed the concept of marketing. One term is highly important in this discussion and that is customised consumers; such consumers have opined over any service or product after judging the market demand and self experience. In the later twenties, many scholars like Crowther & Donlan (2011) identified how this type of marketing process enhances

service value and quality. In a case like this, consumers play the role of partial employee of an organisation. The same conclusion could also be drawn for this study where co-creation may be a result of the use of Instagram for marketing.

As per the opinion of earlier scholars, brand value has a distinctive quality depending on the co-relation between consumers and firm management. For this reason, Jenkins et Al. (2013) suggested that the management of firms should reach out to large numbers of consumers and Instagram has given rise to that kind of opportunity where firms can offer a visual expression of a brand to a large number of consumers at a time (Nenonen & Storbacka, 2010). There are various practical considerations, however, and among them two paradigms have been shown below which give a helpful view of co-creation of brand.

2.3 Idiom of Brand Personality

Products have a significant personality like people. According to Hassan (2014), products have the capability to improve or decline their brand image and the perceptions of consumers in the market place. Many brands are regarded as having personalities especially when firms use famous faces or recognised people to promote their brand identities. In many cases, Lockwood (2010) observed that the physical characteristics of the products do not determine the brand image; instead the personalities which the firms use to promote products and services actually determine the brand image. Many companies hire high profile celebrity faces in order to advertise and promote their products and services widely to customers.

For example, in Kuwait, SMEs use the Instagram accounts of celebrities in order to create awareness among people about products and services which are available. In this way, it has been possible for marketers to increase the number of buyers in the market thereby influencing the market potentiality of companies. The image of companies thus gets uplifted and customers form a direct perception and understanding of the user image, country of product origin and other aspects. Past research studies by Grönroos (2011) and Melo & Galan (2011) have indicated that consumers are mostly inclined towards perceiving the differences between personalities chosen for brand promotion by companies.

Nowadays, the brand personality concept is very familiar and predominant in the business environment. However, researchers have lacked consensus about the actual concept of brand personality. In previous studies, there are several models which have been highlighted by researchers when defining brand personality. Kapferer (1997) identified six distinctive facets or aspects in a brand identity prism which determines brand personality.

The Brand Identity Prism explains that any brand can be pinpointed by 6 characteristics (i.e. physical facet, brand personality, brand relations, customer reflections, and customer self-image) (Kapferer,1997).

In relating to this research, physical facets include material qualities that are seen by the target audience (i.e. SMEs managers and fans) such as shape, color, and name of the celebrity Instagram account. In other words, physical facet includes all things that bring an image in the mind of the customers when mentioning and taking about the brand.

Brand culture represents the value for which the brand stands for. Thus, branding through Instagram account would be affected by the brand culture for which the holder of the brand account stands for. Thus, the holder of the Instagram account might encourage followers to be eco-friendly when shopping (Kapferer,1997).

Brand relations indicate to the way through which brand relate to its customers. In other words, it indicates to the way of communicating with the customers. In this study, the Instagram accounts of celebrities represent the platform through which particular brands do communicate with the customers (followers of the Instagram accounts) (Kapferer,1997).

Customer reflection explains the way through which a customer reflects with a specific brand. That is to say, it talks more about the consumers who use the brand as opposed to the brand itself (Kapferer,1997).

Customer self image indicates to the way in which customers perceived themselves through using a brand. For instance, how female and males differentiate particular brand as being feminine or masculine. Thus, in relation to this research, SMEs should figure that there are particular Instagram accounts of celebrities that are more suitable for women and other accounts are suitable for men (Kapferer,1997).

Brand Personality: delineates the brand's personality or character. Here the brand is personified and its traits are perceived in the eyes of the consumer in a particular

way. It can be related to calling a person shy or stylish or philanthropic (Kapferer,1997).

This prism is shown below:

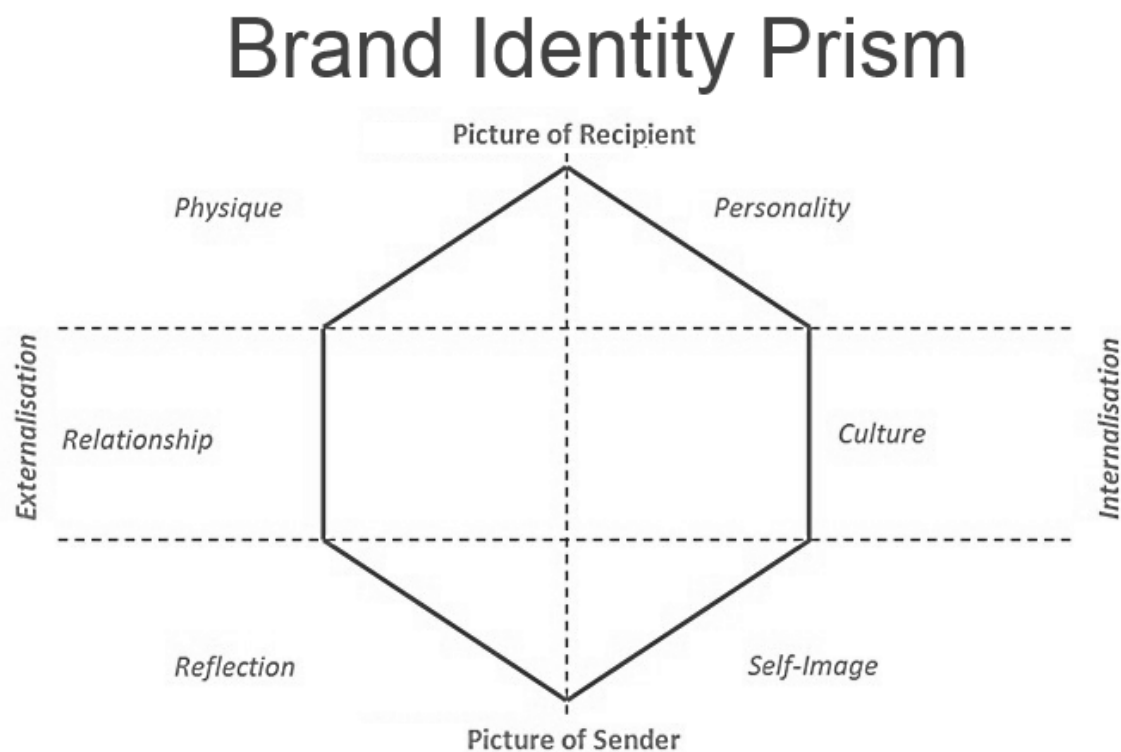


Figure 2-3 Brand identity prism (Source: Ponnam, 2007)

Figure 2.3 shows a brand identity prism where brand personality is considered an element reflecting the strength of the brand identity. The ultimate vision, mission, reflection, self-image, culture and physique of the brand are identified by means of the brand identity prism. As per the viewpoint of Connell (2011), brand personality is regarded as the unique “character of a brand” which is built up by companies by communicating brand image to customers. It is the easiest way to create brand personality in the market since it actually puts a spokesperson for the brand in front of potential customers (Konecnik & Go, 2008). Brand personality also embodies the meaning of the brand symbols and conveys them to customers in the market.

The description of the brand consists of its physical attributes, details of the brand’s personality and the functional benefits of the products and services which catch the

attention of the customers. The way in which marketers communicate or convey messages to customers clearly signifies brand personality. Through the provision of famous personalities to promote a brand, Li et al. (2012) stated that consumers tend to relate to the personalities and become emotionally attached to them. Sometimes they also feel that, if the products are used and promoted by famous personalities then they are capable of satisfying their needs as well. According to customers, through brand personalities, they can get a clear idea of the personified attributes of a particular brand (Konecnik & Go, 2008). This drives the buying perceptions of customers to a significant extent. Hence, in short, brand personality focuses upon revealing or expressing the human characteristics and attributes which are related to a brand.

2.3.1 Importance of Brand Personality

Brand personality strategy is a very important one in creating a positive brand image and it engages many customers with a particular brand. Traditional brand strategies were based on the functional benefits which consumers could expect to experience while consuming certain products and services. However, in the recent business environment, according to Pongsakornrungrasit & Schroeder (2011), competition is increasing at a higher pace and this has made it much more difficult for companies to sustain their competitive image. The differentiation of brands is not easily achieved simply by relying upon the functional attributes of the products and services. There is a lot more to it. Nowadays with increasing competition, products and services are oftencopied by many competitors in the market. They imitate the features and functional attributes of the products of other reputed brands and this erodes the customer base of companies.

In this sense, brands face a lot of tough competition in the market and thus consumer loyalty declines. Hence, in order to avoid this problem, the marketers need to pay utmost attention to their brand images and the ways they can promote them so as to create a strong impact in the minds of customers and, in turn, gain their loyalty and commitment. According to Iglesias et Al. (2013), consumers, on the other hand, also need to concentrate upon the actual message and symbols of the brands so that they do not get manipulated by other fake or vague brands which are

imitations as these may then be promoted falsely. Consumers may find the functional attributes of certain products similar to others and hence it may be difficult for them to distinguish between the real and copied ones.

Thus it may be beneficial for consumers to focus on the symbolic image of a brand and not judge brand value according to product functions. It is the natural aim of researchers to improve and create awareness among consumers about their brand symbols, logos and trademarks along with the product attributes so as to obtain success and retain loyal consumers. With respect to this, Cova et al. (2011) stated that brand personality strategy for promoting brands is the most effective way for companies to avoid consumer loss. Past researchers like Nenonen & Storbacka (2010) have given priority to judging the importance of symbolic aspects of a brand through brand personality strategy because it enhances consumer loyalty and commitment towards a preferred brand.

Brand personality advocates have determined that this is a universally accepted brand promotional strategy adopted by many companies all over the world. It has been perceived that by using brand personality, companies have been able to win the trust and commitment of customers. According to Hatch & Schultz (2010), the preferences, choices and usage of consumers relating to brand have increased considerably in the market over the years and, as such, the risk of vulnerability in the highly competitive market has decreased. Companies can effectively manage their brand identities with the help of brand personality thereby influencing consumers' buying attitudes. There are three different models which highlight how brand personality enhances brand equity. These models are discussed in the following sections:

2.3.1.1. Self-expression Theory

This is one of the three most important models offering a framework for how brand personality influences brand loyalty among consumers (Phau & Lau, 2001). It is also known as the self-congruity model which reflects the self-identity of brands as they are presented to customers (Usakli & Baloglu, 2011). According to Aaker (1996), it is of immense importance that there are certain brands which are used strategically in

order to most appropriately express their own identities. This means that the brands should demonstrate their originality to consumers to facilitate buying intentions. As per this particular theory, brands must make sure that they are showcasing and highlighting their product image and self-concept image effectively through several shared constructs (Geurin-Eagleman & Burch, 2016). It is possible to have a degree of congruence through which the product concept and the self-concept of a brand can be prominently related.

This theory is based on the idea that companies need to highlight their originality for consumers in order to seek their attention and satisfaction. Consumers become associated with those brands which imply their self-identities and express their originality widely. This model, according to Miles (2013), focuses upon the fact that brands must be honest about the information they present to the public so that prospective customers can know the real image and identity of the brands. Self-schema of the branded products should be reaffirmed so as to deliver proper knowledge and understanding to customers. In the words of Lee et Al. (2015), the self-expression model suggests that customers should have honest information about brands to become connected and thus companies must focus upon expressing their self-identities.

As mentioned earlier, consumers feel comfortable and can relate to a brand if it matches their personalities. Hence it is important to have congruency between the personalities of brands and the customers. Brands should feel like friends to customers and, as a result, they should have a reliable personality similar to that of the consumers. The observations of Miles (2014) indicate that a higher level of congruency indicates higher customer satisfaction and commitment. Brands should act as a partner to consumers. The more expressive the brands are to customers, the stronger their buying preferences will be. The self-image of the brands must be real, ideal and actual in order to evince customers' trust. There are different brands with distinctive identities.

As has already been noted, consumers tend to find a match or congruency with those brands whose self-images replicate their own identities. According to Hassan (2014), while expressing its self-image, a brand must ensure that it has a good self-image in the market as this highly impacts upon consumers' buying choices.

However, the theoretical and methodological loopholes have actually given rise to conflicts regarding the validity of the self-congruity theory. Many researchers, namely Fatanti & Suyadnya (2015), have pointed out, in past studies, that the measurement scales for self-congruency are derived from the psychology of humans. Moreover, poor measurement tools, improper self-concepts, inappropriate methodology and lack of consistency in taking account of brand influence and product attributes have been serious limitations which hinder the validity of this model.

2.3.1.2. Relationship Basis Theory

This model acknowledges that people do possess relationships with people who have different personalities and make different choices. There are, however, many people who avoid certain personalities and thus may not associate with them. However, in the words of Marchand & Hennig-Thurau (2013), some situations arise in which people need to be in touch with people whose personalities seem to be absolutely different from their own. For example, in the case of seeking proper legal advice, people need a trustworthy and reliable legal advisor who has a dependable personality and is very sincere and conservative within his or her profession.

People think that legal advisors are boring, yet they need to get their help in order to receive effective legal advice. Hence it can be concluded that, in certain circumstances, people need to associate with others who have very different personalities in order to get certain tasks accomplished. This observation is reflected in this relationship basis model. The relationship between consumers and brand personality can also be understood through this concept (Esch, Langner, Schmitt & Geus, 2006). According to the opinions of Bianchi & Andrews (2015), brands are regarded as the close friends of customers with whom they associate in order to satisfy their needs. The perceptions of customers towards brand personalities should not be manipulated; rather the relationship built up between them should be understood and maintained. The consumers should feel attached to the brand personalities and this, in turn, will definitely influence their buying decisions. Fatanti & Suyadnya (2015) suggested that a good relationship and understanding between customers and brand personalities influences the interaction between them and thus, in this way, the behaviours and attitudes of customers about a brand are facilitated. In order to ensure that customers are attracted to brand personalities and remain

associated with them, it is important for marketers to acknowledge the relationship between brands and consumers through their interactions.

This relationship can be compared to the relationship that exists between two individuals and the way they interact with each other. Hence customers' attitudes towards a brand are not likely to be judgemental every time; instead the brand's attitudes towards the consumers should also be judged to sustain the healthy relationship between them. Consumers have a strong emotional connection with the brands they are associated with. On the basis of Act Frequency theory, Buss and Craik (1983) have suggested that personalities and attributes can best be judged and understood by means of their traits and behaviours. Marketing plans must be made by companies so that brand management decisions and promotional activities are executed effectively. The main intention is to drive the customers' attention towards the brands and thus firms need to build up an effective and healthy relationship with customers. Bianchi & Andrews (2015) stated that the behaviours, attitudes and cognitive responses of the consumers can thus be generated or elicited towards a brand thereby improving their perceptions about it. Brand preferences among customers increase along with their commitments and loyalty when they feel a strong attachment towards it and consider it to be irreplaceable. There are six different dimensions which measure the quality and effectiveness of the brand-customer relationship such as: **Self-connection:** consumers feel motivated and pleased to be associated with a brand with which they can connect themselves. This relationship between consumers and brands can flourish when customers find that brands are delivering them utility thereby acknowledging desires, concerns, needs and self-identities. Brands have the potentiality to protect the self-image of consumers and make them feel their real identities. **Love and passion:** this can be said to be the key factor for judging the strong relationship between customers and brands. Emotional ties with brands are formed when consumers love and feel passionate about using the products and services of a particular preferred brand. As when people feel a close and intense bond with each other and cannot afford to be separated from each other, consumers also feel the same for a brand. The existence of love and passion between consumers and a brand helps to retain them and win over their attention and loyalty. Due to such relationships, consumers start feeling that there is no brand which can replace their preferred brand. Substitute brands

cause issues and discomfort and loyal customers stay connected to their chosen brands no matter what. **Commitment:** an intense relationship with a brand helps to ensure high levels of commitment from the customers towards it. Both brands and customers need to improve their relationships and the quality of the same with the passage of time and there should not be any guilt from compromise or adjustments. Aggarwal & McGill (2011) suggested that brands must provide customers with all sorts of facilities and benefits which they expect and, naturally, the relationship between them will prosper. When this happens, consumers stay loyal and committed to the brand in both good and bad times. **Intimacy:** this refers to an in-depth understanding of a brand that a consumer possesses. Intimacy towards a brand can be achieved by consumers when they learn all sorts of details about a brand. It also arises when customers feel at ease and comfortable while using the products and services of the brand. In this way, the intimate relationship between customers and a brand will be facilitated. **Interdependence:** when there is a strong connection and bond between customers and their preferred brands, the degree of interdependence is judged. A consumer's wish not to be separated from the brand depicts their interdependence with it. This shows the important role played by a brand in a customer's life. They seem to use their chosen brands every time which influences the brand relationship quality. **Brand partner quality:** consumers evaluate the quality of a brand by judging its performance. Brands act as partners and thus consumers need to make sure that their partners are performing well and serve them in a positive way (Fatanti & Suyadnya, 2015). Consumers feel easily connected to those brands which appreciate and acknowledge their choices and decisions and value them, thereby strengthening the brand-consumer relationship.

2.3.2 Justification of the Models and the Perceived Research Gap

The three different models of brand personality have indicated how brand equity or value can be effectively increased with the help of brand personality. Reasonable discussions have been undertaken by Aggarwal & McGill (2011) about the three models outlined above, regarding brand personality strategy and its potentiality to improve the brand image of companies. However, up to now, only a few studies have been undertaken on the models and specific details which can provide support

to the model conceptualisation. Moreover, an evaluation of consumers' responses in terms of the conceptual questions about how and when the brands are being personified has also never been undertaken. Implementing brand models without making proper judgements about their effect can cause serious conflicts thereby affecting the study outcomes. More studies about brand models should be undertaken which can help in the development of in-depth ideas about the brand perceptions of customers. The practical implications of brand models have not been understood, to date, which is a serious gap in the research analysis.

2.3.3 Can Brands have Personalities?

The value and importance of face validity in case of brand personalities is effective in attracting more consumers in the market. Since limited studies have been undertaken on this topic and concept, most attention should be given to this in terms of exploring how it engages customers. The perceptions of consumers and the human psychology based on brand personalities are described widely in the following sections:

Anthropomorphism Theory

According to Guido & Peluso (2015), the action of personalising a brand is called anthropomorphism which denotes the interactions of people with the non-material environment. The theory suggests the reasons why people apply human qualities to certain brands. Through 'anthropomorphism', the characteristic features of individuals towards a particular event or thing have been conceptualised. Basfirinci and Çilingir (2015) stated that this is a common occurrence in the daily lives and cultures of people. This theory states how people develop their perceptions and ideas by the appearance of the things around them. Hence by making use of this concept, marketers create brand personalities to convince customers to be connected with brands. Humans are not satisfied with materials alone and thus they tend to perceive the outside world through their own vision and understanding.

The role of brand personality can be noted by identifying the relationship between brands and customers. People feel highly connected to a brand when they find that they are being offered those products and services which can reflect their personal

identities clearly. They judge the products and services before purchasing or consuming them. Hence, as discussed by Delbaere et Al. (2011), it is very important for companies to choose efficient personalities to endorse their brands, ones that can effectively influence customers' buying perceptions and brand choices. As mentioned earlier, the buying decisions of people change according to their visualisation and beliefs. Thus companies need to design their advertisements in such a way that the chosen brand personalities can have a positive impression on the minds of potential consumers. The characteristics and attitudes of the personalities tend to influence the consumers' perceptions of a brand and when such happens, the companies become successful in establishing a close relationship between consumers and personalities.

Nature of Human Personality

People tend to judge the personalities of other people according to their behaviours. While interacting with each other, people consider the manners of others and observe their actions in every situation. The nature of human personality can be judged through their traits and qualities such as intelligence, generosity, attractiveness, etc. According to Connell (2011), the idiographic and nomothetic approaches are the most important approaches for understanding human personality. The uniqueness of the traits of human behaviours helps humans to be different from each other. The nomothetic approach is referred to as the isolation of the different variables of human personality which shape their behaviours and approaches. The ideographic approach is concerned with the personal attributes and behavioural traits of people. The uniqueness of people and the development of a self-concept are associated with the ideographic approach to brand personality. It can be said, with relevance to these approaches, that the perceptions of individuals change due to their own traits and behaviours as well as others' attitudes and behavioural approaches.

Human behaviours are also significant factors through which the nature of human personality can be judged. The personality traits of individuals are judged by their mentality which provokes them to behave in a specific or unique manner. Traits cannot be observed by people, instead, they are indicated by verbal expressions. An

individual's interactions with the surrounding environment are also influenced by behaviours and perceptions thereby indicating unique personalities. The way humans adjust with the environment demonstrates their nature. Personality changes with changes in the environment and over time. Hence, to maintain longitudinal stability of human personality, a five-factor model of personality can be highlighted (2.4.5).

2.3.4 Development of Brand Personality

According to the viewpoints of Bianchi & Andrews (2015), an individual's perceived personality is very much affected by those he or she is close to, neighbourhood, family members, friends, clothes, activities, interactions, etc. and accordingly their preferences and perceptions about a brand are influenced. There are three categories in which the antecedents of brand personality are grouped: **Product-related characteristics:** these include all the factors related to the products like packaging, design, attribute, product category and price. **Non-product related characteristics:** these include all those factors which are not related to the products like country of origin, logo, symbol, trademark, sponsorship, advertisement style and corporate image. **Personal factors:** these factors comprise of the socio-demographic variables and the personality attributes of the individuals which have a strong influence over creating a brand personality.

The following figure depicts the different sources of brand personality.

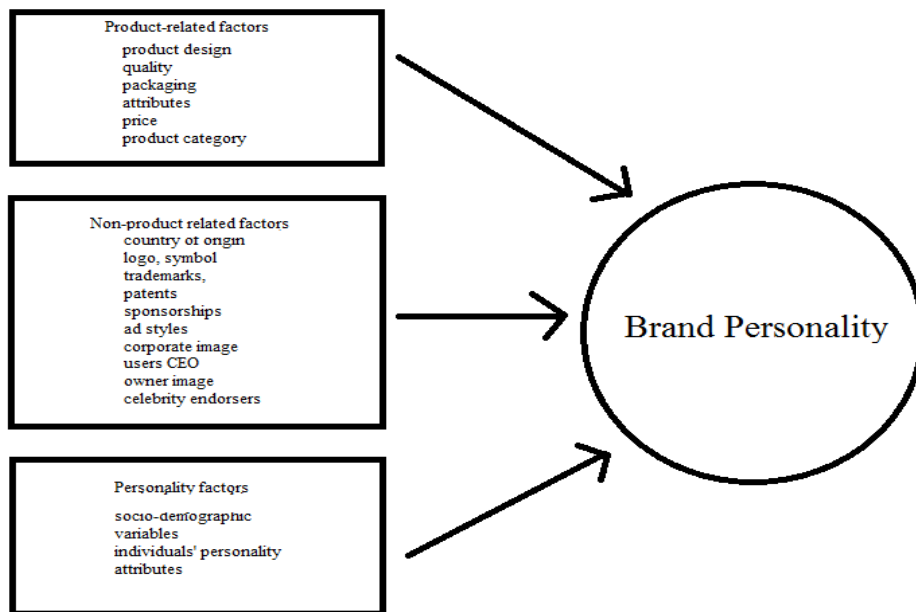


Figure 2-3-4 Brand Personality (Based on Dobni & Zinkhan, 1990; Phau & Lau, 2001)

2.3.4.1. Product-related Elements

The different product-related factors are as follows: (product design, quality, packaging, price, and product attribute (Ginsberg, 2015). **Product design** plays an important role in driving consumers' attention towards a particular brand. When the branded products are designed in such a way as to yield maximum benefits to the customers, they highly appreciate it and tend to associate with the brand. Product quality is another important factor which should be taken into account when judging consumers' brand loyalty (Djafarova & Rushworth, 2017). The brands should ensure that consumers are provided with the utmost special and premium quality products so as to gain their attention and attract them to the brand. In relate to **Packaging**, firms generally provide all sorts of information about companies to the consumers and not about the products. Hence, to make sure that consumers are satisfied, they must focus on wise packaging of the products which will convey important messages about the personality of the concerned brand (Lavoie, 2015). There are many consumers, according to Lee et al. (2015), who recall brands through their packaging. In other words, brand recall is influenced by packaging which involves product shape, size, colour, attributes, logo and many other features. These affect the brand's perceived personality. In regard to **Price**, this is an important factor

which influences brand personality. As demonstrated by Cova et al. (2011), consumers are likely to purchase those products which can deliver them the ultimate utility. For those, they are ready to pay any amount of money as they feel that the price is worth the quality of the products they consume. There is a wide variety of prices charged against a product category in terms of quality. Consumers believe that more prices are charged against superior quality products and that is how brand personality is perceived by them (Lavoie, 2015). **Product attributes:** in the words of Aaker & Biel (2013), brand personality is also affected by product attributes. The product attributes are intrinsic in nature; they are unchangeable if the physical characteristic features of the products are not changed. To evaluate consumers' perceptions of brand personality, intrinsic attributes play a significant role, although some difficulties do make this hard to evaluate. **Product category:** in the light of the product categorisation theory, consumers mainly like to categorise products in order to make it easier for them to take buying decisions. Typical product category members are being perceived to fulfil the expectations of the consumers and this evaluation is done with the help of a categorisation schema (Lavoie, 2015). The product classes help to create significant and noteworthy brand personality. For example, in the case of racing cars, marketers portray them as adventurous, exciting, outdoorsy and rugged which automatically influences the perceptions of the buyers thereby facilitating their buying intentions (O'cass, & Frost, 2002). However, when marketing through Instagram account, the role of product related elements might be limited such as product design, quality, and packaging as well as product price (Watkins & Lewis, 2014; Watkins & Lee, 2016). Accordingly, it is necessary to consider the role of non-product related elements which includes symbols/logos, country of origin, sponsorship, user image, corporate image, CEO image, and Celebrity endorsers (Petrie, 2016). **Symbols/logos:** it is a known fact that a symbol or a logo of a brand can influence consumers' perceptions of brand personality (Nambisan, 2002). The symbol or logo of a brand is very effective and has a very strong impact on brand personality. This helps to build up a smooth relationship between customers and the brand thus encouraging them to become associated with it. **Country of origin:** this is also a very important factor influencing brand personality. Country of origin is a symbol for high quality products. Consumers believe that promoting products by the celebrity faces and high profile personalities of the country of origin represents the quality of the products. **Sponsorships:** brand

personality and brand recall can be increased by means of sponsorship (Anagnostopoulos et al., 2018). Events must be held and sponsored which tend to create a long-lasting impact on the minds of customers (O'cass, & Frost, 2002). Sponsorship brand and sponsorship events should be related to each other as this would automatically enhance brand personality and influence customers' perceptions (Watkins & Lewis, 2014). It is necessary for marketers to organise successful sponsorship of events so that the personality of the brand is congruent with the sponsored event. **User image:** brands communicate their cultural meaning and product details to customers by promoting them (Parganas et al., 2015). The main motto behind promotion is to make customers aware and believe that the products will deliver them the utility and satisfaction they deserve. As discussed by Salinas (2011), consumers mainly start believing the products and brands when they actually use them and gain experience from them. The user experiences and observation along with the marketing activities of the brands build up a successful user image which increases brand loyalty. User images of the products are also based upon the lifestyles and demographic factors of consumers. This means that, as consumers purchase products and services as per their demographics and lifestyles, their experiences and attitudes towards those products change accordingly. Thus, this is a very important factor which shapes consumers' perceptions of brand personality. **Corporate image:** the providers of products and services have a significant brand image or corporate image which influences the perceptions and attitudes of consumers towards the brand. The study of Grönroos (2011) says that this contributes significantly to enhancing brand personality thereby offering customers a wide range of product categories from which they can choose their preferred ones. **CEO image:** the CEO or the owner of a company also plays a considerable part in influencing brand personality. The way of marketing or the approach of the CEO or the owner resembles the image of the brand. The personality and behaviours of the visible CEO affect consumers' perceptions in a vital way. They make a judgement or build up an image of the brand by looking at the CEO's behaviours. Hence it should be ensured that the owner or CEO's image is corporate and highly influential to boost brand personality. **Celebrity endorsers:** as discussed earlier, consumers are highly influenced by those brands which use celebrities for their advertisements. For instance, Kuwaiti celebrities are being chosen by the marketers of SMEs to gain a huge customer base. The main idea when using celebrity personalities to endorse

products is to offer a positive cue to potential customers thereby facilitating their buying decisions. Celebrity endorsements help companies to influence consumers to adopt the personalities of the celebrities and show positive attitude towards the brand.

2.3.4.2. Personal Elements

It is believed by many marketers that brand personality is influenced by the way in which marketers advertise their products and services and convey the product-related and brand-related information to consumers. Proper creation and manipulation of the advertisements and the product and non-product related information must be undertaken by marketers to influence consumers' buying perceptions. However, the personal factors such as socio-demographic variables and personality of the consumers affect their brand perceptions significantly. These are discussed broadly. In details, **Socio-demographic variables:** brand perceptions of consumers are strongly affected due to their socio-demographic variables. Consumers belonging to different social, cultural and demographic groups have diverse choices, attitudes and preferences and thus they are choosy when selecting a particular brand (Fatanti & Suyadnya, 2015). The major socio-demographic variables include age, gender, income, education, occupation and marital status. All these variables create differences in the consumers' choices for products and services. For example, consumers belonging to a low income level prefer to purchase cheaper products while consumers of a high income level prefer to consume luxurious and expensive products. Also males and females have different product choices which influence their buying behaviours. **Personality:** consumers play an important role in perceiving a particular brand personality. Though many past research studies have claimed that brand personality is formed by the way in which marketers and advertisers portray products in front of consumers, a consumer's own personality also shapes their perceptions. According to consumers' points of view, they trust a brand when they get positive vibes about the products and services of that brand. If their personalities match the personality of the brand, then they feel connected to it and, as such, their brand perceptions are influenced.

2.3.5 Different Dimensions of Brand Personality

Brand personality can be described effectively with the help of the Big Five model of human personality. This is actually a trait theory of personality through which a large number of human personalities have been reduced to only five dimensions (Zhao and Seibert, 2006). The personalities or traits of humans are the most efficient way to understand their perceptions. Human traits are actually influenced by surrounding situations and time (Zhao and Seibert, 2006). The Big Five Dimensions of human personality affecting brand choices have been discussed effectively through the following table:

Dimensions	Facets included
Introversion vs. extroversion	Depicts the intensity and quantity of inter-personality interaction of humans. Different facets included are: assertiveness, warmth, activity, excitement, positive emotions.
Agreeableness	Depicts the extent of the interpersonal orientation of humans through a range of feelings, emotions, thoughts and actions. Different facets included are: compliance, trust, straightforwardness, modesty and altruism.
Conscientiousness	Depicts the nature of the individuals in terms of their persistence, organisation, motivation and ability to meet their behavioural goals. Different facets included are: deliberation, self-discipline, maintaining order, competence, striving, dutifulness and achievement.
Openness to experiences	Depicts humans' nature in terms of exploring and tolerating unfamiliar or unexpected situations.

	Different facets included are: aesthetics, ideas, fantasy, actions and values.
Neuroticism vs. emotional stability	Depicts the psychological distress of humans towards unnatural and unrealistic happenings, their uncontrollable urges and cravings for getting something and their potentiality to react for maladaptive coping responses. Different facets included are: anger, hostility, anxiety, stress, depression, vulnerability, impulsiveness and self-consciousness.

Table 2-3-5 The Big Five Dimensions of human personality (source: Pervin and John, 1999).

The above table clearly depicted the Big Five Dimensions of human nature and personality which influence human behaviours and attitudes towards others. This model has helped companies a lot in analysing consumers' perceptions and attitudes towards brands. Human personality and their behaviours tend to express different meanings in respect of brand choices. As suggested by Chen (2010), brand personality can be described by reference to certain factors; however, that does not mean that those factors will be used similarly for judging human personality. The concepts of human personality and brand personality are similar, though they vary from each other in respect to their antecedents and the roles that they play in influencing consumers' buying perceptions. Based on the Big Five Dimensions, five more concise dimensions of human personality have been derived, namely sincerity, competence, excitement, ruggedness and sophistication.

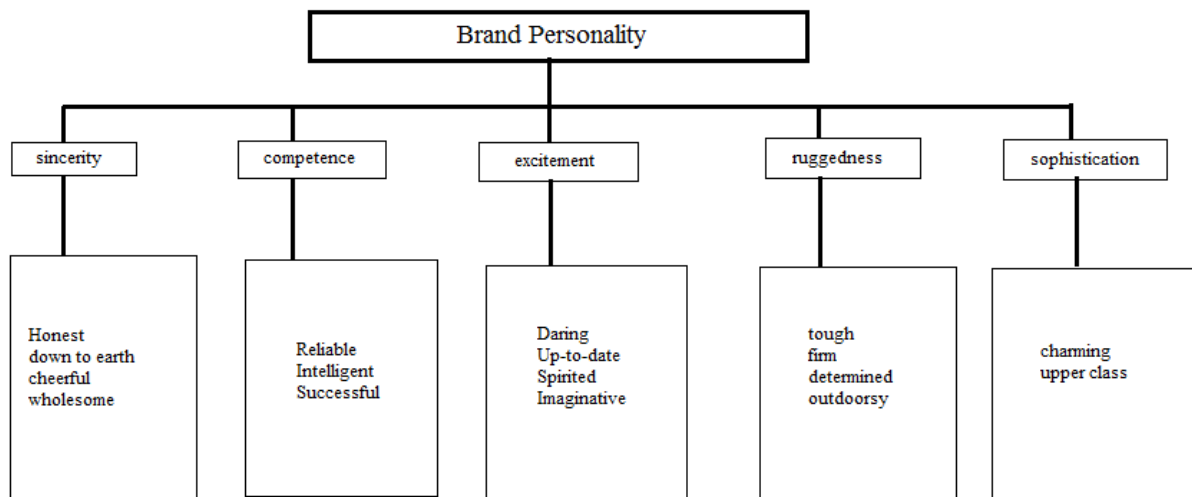


Figure 2-3.5 Brand Personality (source: Aaker, 1997, p. 352)

According to these five dimensions of human personality, Aaker (1997) has declared that consumers' personalities vary incredibly while perceiving product categories. Humans apply all these behaviours and then choose a product category that they like to consume. Hence all these have a significant influence on shaping consumers' buying perceptions.

This is also known as the Brand Personality Scale (BPS) for measuring human personalities. This is a five point scale from 1 (not at all descriptive) to 5 (extremely descriptive). In order to measure using through this scale, the chosen respondents were asked to rate how 42 personality traits can help consumers to describe a particular brand.

2.4 Measuring Brand Personality

Brand personality can be measured using two methods, qualitative methods and quantitative methods (Ekinci & Hosany, 2006). As researched by Salinas (2011), these are both valid and reliable measurement methods which help researchers to measure and identify the role and nature of brand personality. The qualitative method of measuring brand personality is very relevant because it is oriented towards perceptions and attributes of a brand's personality (Azoulay & Kapferer, 2003). The measurement can be done using open-ended questions and indirect methods. The true feelings of the consumers regarding a brand are gleaned through

qualitative means (Romaniuk, 2008). For a quantitative method, quantifiable data is gathered to measure brand personality (Singh, 2013). Attributes are not taken into account by this method, but rather the perceptions associated with brand personalities are taken into consideration in quantitative forms (Azoulay & Kapferer, 2003).

2.5 Evaluating the Relationship Existing between Brand Personality and Brand Image

Brand personality and brand image are closely related to each other. Both these concepts are responsible for creating maximum brand equity in the market thereby helping firms to improve their sales. Fatanti & Suyadnya (2015) have suggested that consumers have a tendency to judge several differences between different brands through image-based positioning technique. They do not focus upon using the function-based positioning. However, due to lack of development of proper concepts and theoretical and empirical underpinning, the relationship between brand personality and brand image is not clearly known, although there is wide acknowledgment of both of these concepts. There are several studies which do not highlight the difference between brand personality and brand image. Also, in many of the studies, the concepts have been interchangeably used. There are some related aspects which reveal the relationship between brand personality and brand image. Those are discussed and explored in the following sections.

Reactions and attitudes to products and services vary considerably depending upon the brand image of the companies. It has been perceived by Grönroos (2011) that the people generally react to what they think is true and not what is exactly true. These beliefs of customers are formed according to what they see around them and the knowledge and values that they gain. The human brain is developed to tackle and manage situations which are not very complex. They do not have the capability to manage very difficult or complex matters and, as such, complicated stimuli are simplified thus making it easier for them to tackle issues effectively. Brand images that customers hold in their minds are not a reflection of reality because they involve their thoughts, values and meanings in terms of the framing of perceptions about a

brand. Brand image is defined as consumers' overall brand perception. There are different consumer perceptions of the definition of brand image. The perceptions of brand image can be understood by means of two perspectives: one is to consider it in terms of symbolic and functional attributes and the other is to consider it in terms of a holistic perception. Thus, there are Emotional and Functional Approach and Brand as Holistic Perception. In relate to Emotional and Functional Approach, brand image also differs from person to person due to their needs and emotional attachments. Consumers consume according to utility. Thus they gather more information, collect reviews, judge the importance of a product's attributes and then make their brand choices. All these help them to connect with products emotionally as they move towards purchasing them. In regard to Brand as Holistic, Perception Consumers are being perceived to segment the stimuli in a proper way so that an effective, well-established and unified imprint can be created in their minds. People perceive many things in their surroundings and tend to segment several stimuli into certain specific and appropriate groups so that they are able to have distinctive sensations about those stimuli (Orth and Malkewitz, 2008). Thus based on these perceptions and thoughts, consumers' psychological responses vary from one to another. The actual facts of the brand image are different to those that the consumers perceive. Thus the brand choices of consumers also differ. Brand image is a holistic impression of all the different brands and their associations (Orth and Malkewitz, 2008).

2.6 Activities of Consumers during Prosumerism

Various other scholars have stated their strong viewpoints on strong brand value creation through word of mouth (WOM) (e.g. Chu and Kim, 2011; Erkan and Evans, 2016; Yan et al., 2016). As per the analyses, it has been proved that the modernisation of media has allowed consumers to showcase their perceptions and views of brands and consumer experiences can also be shared through this process. The wish to procure customer opinions on services is highly recognised as a promotional and marketing tool for companies. In the words of Bianchi & Andrews (2015), it can create query among the human minds over any kind of service and procedure. Web 2.0 is the latest version of this online communication system through which people can easily communicate online.

The perception of different scholars is that this mode of communication is highly beneficial compared to any kind of traditional marketing process. In the past, Jahn & Kunz (2012) indicated that usage of images for promotional purposes was not recognised and people used only texts for sharing their thinking and ideology over any issue. A study showcased the importance of visual presentation of any kind of brand that could enhance brand popularity. Nowadays, Instagram has an extra advantage as consumers are able to share their experiences in a visual format. Brand personality models discussed in this literature were all developed before Instagram, and thus the current brand perceptions and feelings of customers about brands are not included in those models.

The predominance of social media channels has influenced brand perceptions of consumers a lot. The behavioural traits and attitudes of celebrities influencing customers to be engaged with a brand are not taken into account in brand personality models. Hence, the practical implications for the models now have not yet been considered. Thus, this perceived literature gap has led the researcher to not get appropriate outcomes relevant to this study.

2.7 Theories and Models of Personality and Brand Personality

Since the early 1930s, the study of the concept of human personalities has been quite prevalent and common. The study comprises judging the psychology and mindsets of human beings with regard to any specific thing or event. In psychology, the term 'personality' is concerned with the unique attributes and qualities of individuals which define their own approaches and thoughts. Several researchers or psychologists have defined 'psychology' in various ways taking into account the behavioural patterns and traits of individuals. The study of human personalities helps to analyse and identify human behaviours and perceptions. This also enables people to assess the differences in the traits and qualities of different individuals.

The study of human personalities can best be done with the help of the Big Five Model which specifies personality traits very effectively and clearly. There are 35 variables in human personalities developed by Cattell which are depicted in this model (Goldberg, 1990). These variables in human personalities are divided into five distinctive categories which are collectively called the Big Five Model. The five categories are: **Extraversion or Surgency**: people who are talkative, energetic and assertive come under this category. **Agreeableness**: people who are cooperative and trustworthy in nature come under this category (De Raad, 2000). **Conscientiousness**: people who are responsible, organised and dependable in nature come under this particular category. **Emotional stability vs. Neuroticism**: people who always stay calm and do not get easily upset are considered in this category. **Intellect or openness**: the intellectual as well as imaginative people are included in this category. People in this category also are very independent-minded.

The items low and high on dimensions related to the above mentioned five categories are explained through the following figure:

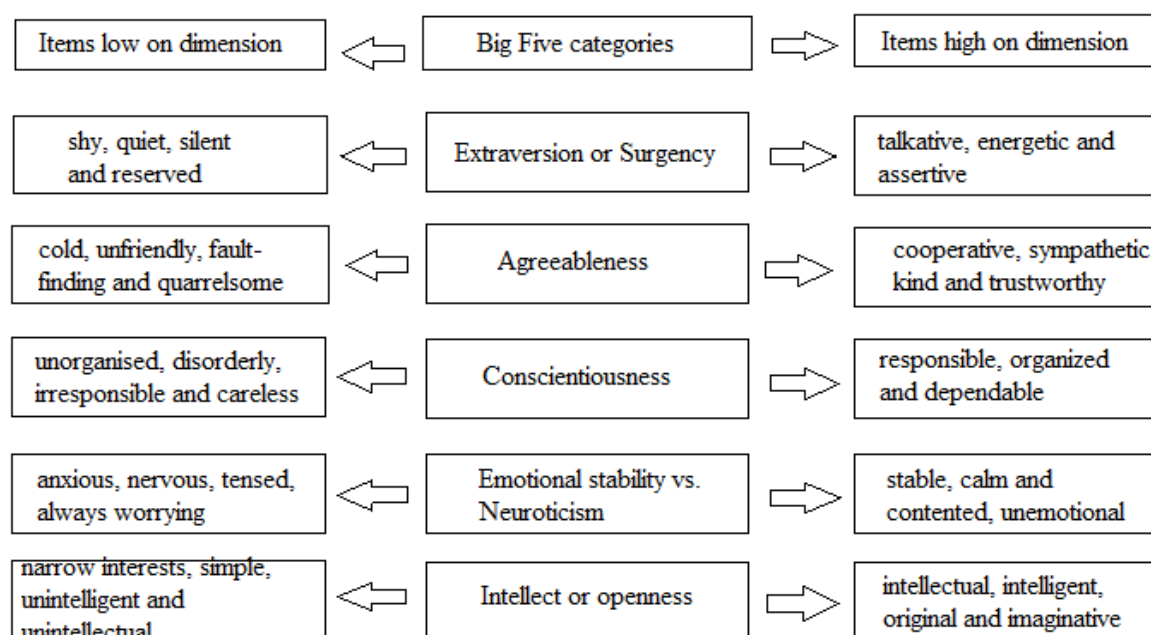


Figure 2-7 Big Five Model (source: Goldberg, 1993)

Besides the Big Five Model, there is another model of human personality known as the Five-Factor Model (FFM). With the help of this model, the standards of personality trait models have improved thereby ensuring the generalisability of personality studies conducted to date. Individuals have different personality traits and these traits are rated perfectly with the help of five factors as depicted in the FFM. Initially this became apparent in the examining rating scale; however, later it was used to describe human personality traits through self-reporting.

Through a proper questionnaire, the actual motives, attitudes and needs of individuals are measured in the rating scale for the FFM. In this particular model, the exact concepts of human personality and individual qualities are summarised in a systematic format (McCrae & John, 1992). Neuroticism is one of those five factors where the negative attitudes and behaviours of individuals are described, such as anger, emotional instability, impulsive nature, nervousness, anxiety, etc. Thus this factor can also be known as the personality disorder pathology factor. The understanding of certain specific human personality traits such as self-enhancement, self-monitoring, narcissism and self-consciousness is enriched through contemporary studies relating to personality psychology (Costa Jr, 1996).

A particular personality psychology model is best established with construct validity which can lead to a connection with the others and allow their specific traits to be observed. Nowadays, marketing firms globally, including in Kuwait, have started applying the Big Five Model in order to promote their brands and create a strong brand image in the market through advertising (Goldberg, 2013). Though various past research studies have claimed that human personality operates in a different way to brand personality, human personality traits appear to be valid in the case of brand promotion where the traits and qualities of celebrities are judged through the five factors mentioned above.

2.7.1 Abridged Big Five Circumplex Model (AB5C)

The Big Five Model and Wiggins' Circumplex are two specific taxonomic models which have been widely used since the 1980s in order to judge the personalities of individuals (Hofstee et al., 1992). The taxonomy of the traits of the individuals or the personalities is considered to be necessary to judge human personalities and, thus, the Big Five Model is used (John & Srivastava, 1999). Many social psychology researchers have studied personality and described personality traits through the application of this model. With respect to the internal judgements of the established relationships between different personality traits of individuals as well as the external judgements of individuals' descriptions, it has been perceived that the Big Five Model stands above the Circumplex model.

Though the Big Five Model has been considered to be very effective and appropriate in judging personality traits, it has certain limitations which affect the effectiveness of the model in a negative manner. These limitations are underpinned as follows: (i) Big Five factors are considered ambiguous by some researchers as the descriptors for judging the individual traits do not tally with simple-structure models; (ii) the positional meanings of all the five factors mentioned in the Big Five Model are unstable; and (iii) it is hard to interpret the explicit labels of the factors.

Many researchers have suggested that these limitations should be mitigated and thus the Circumplex model has been developed whereby the traits of individuals can be identified in a more effective manner. The Abridged Big Five Dimensional

Circumplex model has been developed with the same structure or framework as the Big Five model where all the possible personality traits have been depicted against each factor or dimension. This is shown in the following table:

Dimension or factors	Terms
Extraversion or Surgency	<p>(+) aggressive, active, adventurous, candid, boastful, assertive, competitive, confident, courageous, daring, dramatic, energetic, enthusiastic, demonstrative, explosive, cunning, flamboyant, happy, immodest, witty, wordy, vigorous, talkative, vibrant, strong, social, independent, lively, forceful, magnetic, persistent, extraverted, verbose, verbal, zestful, unrestrained, opinionated, cheerful, jovial, communicative, forward, exhibitionistic, satisfied, proud, etc.</p> <p>(-) aloof, prudish, sceptical, unsociable, unsocial, vague, weak, timid, tranquil, pessimistic, lonely, meek, indirect, apathetic, acquiescent, bland, bashful, compliant, placid, serious, secretive, passive, lethargic, sombre, reserved, unadventurous, non-persistent, inhibited, glum, compliant, coward, conservative, indirect, withdrawn, isolated, quiet, etc.</p>
Agreeableness	<p>(+) authentic, compassionate, accommodating, adjusting, romantic, agreeable, courteous, humble, jovial, kind, sincere, thoughtful, tolerant, trustworthy, well-mannered, moral, obliging, generous, genuine, genial, generous, tactful, loyal, merry, committed, passionate, homespun, respectful, reasonable, humorous, sensitive, soft-hearted, understanding, warm, considerate, affectionate, altruist, fair, faithful, friendly, helpful, polite, pleasant, sentimental, etc.</p> <p>(-) cold, disagreeable, smug, tactless, disgraceful, disrespectful, cruel, curt, bitter, harsh, antagonistic, abrupt, abusive, callous, inconsiderate, rough, rigid, impolite,</p>

	manipulative, ruthless, insincere, selfish, scornful, sly, egoist, greedy, demanding, impolite, joyless, insincere, hard, gruff, crude, passionless, miserly, cynical, thoughtless, unaffectionate, impersonal, bigoted, unfriendly, etc.
Conscientiousness	<p>(+) ambitious, alert, cautious, refined, logical, deliberate, concise, dependable, prompt, precise, strict, careful, circumspect, cultured, fastidious, punctual, sophisticated, thorough, systematic, traditional, thrifty, orderly, organised, meticulous, mannerly, reliable, responsible, mature, decisive, practical, consistent, purposeful, regular, progressive, purposeful, formal, firm, determined, foresighted, economical, dignified, efficient, etc.</p> <p>(-) unconscious, aimless, absent-minded, disorderly, lazy, lax, reckless, impatient, impractical, careless, unorganised, immature, frivolous, forgetful, indecisive, non-committal, rash, unambitious, undependable, puzzled, haphazard, sloppy, scatter-brained, erratic, impractical, unreliable, wasteful, etc.</p>
Emotional stability	<p>(+) patient, calm, contented, without conceit, informal, optimistic, undemanding, uncritical, light-hearted, masculine, relaxed, serene, tranquil, imperturbable, unpretentious, versatile, untiring, unexcitable, etc.</p> <p>(-) compulsive, anxious, cranky, impatient, crabby, self-indulgent, temperamental, touchy, quarrelsome, lustful, insecure, highly-strung, hypocritical, self-pitying, volatile, gullible, grumpy, gossipy, emotional, envious, contemptuous, meddlesome, fretful, fearful, fidgety, nosey, moody, particular, possessive, fault-finding, etc.</p>
Intellect or openness	(+) analytical, knowledgeable, fanciful, informative, individualistic, original, perceptive, intense, eccentric, meditative, diplomatic, creative, articulate, artistic, brilliant, articulate, contemplative, complex, worldly, ingenious,

	eloquent, deep, idealistic, inquisitive, modern, philosophical, recent, smart, theatrical, up-to-date, sensual, etc. (-) dependent, imperfect, pompous, predictable, shallow, narrow-minded, inarticulate, imperceptive, servile, provincial, indiscreet, short-sighted, simple, unintelligent, unscrupulous, unreflective, terse, uncreative, provincial, unreflective, unobservant, etc.
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Table 2.7.1. Abridged Big Five Dimensional Circumplex

2.7.2 Wiggins' Interpersonal Categories

The interpersonal adjective scale (IAS) has been developed by Wiggins and is comprised of 16 different categories. This scale is completely based on the structural model of Guttman (1954) in which a set of a total of 567 adjectives describe individuals' personality traits. Out of 128 personality traits reflected in the IAS, only 8 traits describe each of the 16 interpersonal categories. These traits manipulate the Interpersonal Circumplex. Researchers have found the taxonomy of the interpersonal categories developed by Wiggins very useful and beneficial as they can use single adjectives while forming interpersonal perceptions.

Dimensions	Facets
Dominant	Assertive, impersonal, firm, self-assured, dominant
Calculating	Exploitative, calculative, tricky, cruel, cunning
Ambitious	Steady, patient, persistent, deliberative, industrious
Quarrelsome	Disrespectful, uncordial, unfriendly, rude, ill-mannered
Cold	Cruel, ruthless, harsh, warmthless
Aloof	Distant, unfriendly, unneighbourly, uncheery
Arrogant	Overforward, big-headed, flaunty
Submissive	Unaggressive, timid, coward, self-effacing
Warm	Emotional, kind, well-mannered, sympathetic
Gregarious	Genial, friendly, pleasant, calm
Lazy	Unproductive, lethargic, inconsistent

Introverted	Silent, bashful, secretive, unrevealing
Extraverted	Cheerful, jovial, outspoken, outgoing
Agreeable	Well-mannered, cordial, communicative, cooperative
Ingenuous	Uncunning, undevious
Unassuming	Unconceited, undemanding

Table 2.7.2. Wiggins' interpersonal categories

In comparison with the brand personality scale developed by Aaker, the human personality models and measurement scales like the Big Five Model, FFM and IAS have certain positive or strong adjective descriptors and negative or weak adjective descriptors which balance individuals' personalities and traits (Azoulay & Kapferer, 2003). IAS consists of some negative dimensions like calculating, quarrelsome, arrogant, lazy, etc. along with some negative facets like tricky, cocky, cunning, big-headed, ill-mannered, etc. which judge the negative personalities of individuals. The study of the IAS and FFM has suggested that the negative personality dimensions and facets are very appropriate for describing brand personalities in a positive manner. Kuwait firms using celebrities as their brand personalities should pay attention to all these personality traits so that their brand promotions become successful. The 16 interpersonal categories developed by Wiggins involve both the positive and negative features. These categories have scored highly on the basis of appropriateness level compared to the average score for three personality scales. This ensures the effectiveness of a concept of brand personalities. However, some researchers have demanded a further investigation of the IAS so that 50 dimensions of the 128 interpersonal traits can be measured in terms of judging personality traits.

2.7.3 Brand Personality Frameworks

Consumers develop a sense of likeness and are influenced towards certain brands by perceiving brand personalities. On the basis of the Big Five Model structure, further research studies have been done in order to judge how consumers relate human personalities with brands and vice versa and form an opinion regarding both (Aaker, 2012). They tend to look for and identify five main brand personality dimensions for celebrity personalities chosen by the firms such as excitement,

sincerity, ruggedness, sophistication and competence. These are depicted in the following table:

Dimensions	Facets
Excitement	Trendy, exciting, cool, young, daring, adventurous, imaginative, creative, unique, up-to-date, spirited, contemporary, independent
Sincerity	Family-oriented, sincere, real, down-to-earth, original, sentimental, friendly, small-town, wholesome, honest, cheerful
Ruggedness	Rugged, outdoorsy, western, masculine, tough,
Sophistication	Good-looking, feminine, smooth, glamorous, upper class, charming
Competence	Secure, intelligent, corporate, reliable, hard-working, technical, successful, confident, leader

Table 2.7.3.a Brand Personality Dimensions

These above mentioned personality dimensions are judged by the consumers while they move towards an attachment to a brand. Dutch scholars have developed the Stichting Wetenschappelijk Onderzoek Commerciële Communicatie (SWOCC) brand personality structure (Digman, 1990). It is German phrase which means Foundation for Fundamental Research on Commercial Communication. Dutch brands mainly use this model in order to promote their brands widely throughout the market. Other global brands such as UPS, Coca-Cola, etc. use this brand personality structure too to ensure extensive brand recognition and popularity among customers. Kuwaiti firms also use this SWOCC model to enhance their brand popularity and determine personality traits.

SWOCC aims to develop a unique scale of brand personality for all marketing firms which use successful and reputed personalities for improving their brand images. The brand personality scale of SWOCC is compared with the brand personality dimensions developed by Aaker (2012). It has been perceived that the two scales

are not completely different; rather they have certain similarities. The negative dimensions and facets of SWOCC are reflected upon clearly in the table below:

Dimensions	Facets
Excitement	Happy, cheerful, jolly, satisfied, pleased, lively, imaginative, creative, enthusiastic, interested, original, active, spirited
Competence	Successful, determined, firm, confident, sympathetic, honest, accurate, resolute, sure, real, appropriate, respectable, careful, precise
Distinguishing	Daring, unique, indistinctive, non-conformist
Ruggedness	Rugged, single-minded, tough, masculine
Gentle	Soft-hearted, kind, feminine, amiable
Annoying	Silly, unkind, rough, childish

Table 2.7.3.b SWOCC Brand Personality Dimensions (source: Smit et al., 2002)

2.7.4 Brand or Human Personality Assessment of Caprara, Barbaranelli and Guido

The effectiveness of the Big Five Model in reflecting human personality is measured and investigated properly by Caprara et al., (2001). It has been formulated that brand personality can be determined based on five dimensions of human personality: extraversion, agreeableness, conscientiousness, emotional stability and intellect or openness. The structure of personality can be examined best with the help of the Big Five Model as there are a total of 40 adjectives which are related to global brands in the following table:

Dimensions	Facets
Extraversion	Dominant, happy, energetic, active, competitive, resolute, strong, lively
Agreeableness	Authentic, reliable, affectionate, cordial, generous, faithful, loyal, genuine

Conscientiousness	Constant, precise, productive, efficient, regular, scrupulous
Emotional stability	Tranquil
Openness	Fanciful, imaginative, creative, up-to-date, modern, recent, original

Table 2.7.4. Adjectives used for human or brand personality assessment (source: Caprara et al., 2001)

It has been found that different symbolic meanings of the dimensions are expressed significantly by the descriptors of human personality when they are related to brands. It is through the human personality traits that consumers are either positively or negatively affected by brands. Some factors or dimensions of human personality mentioned in the above table are directly related to brand personality (Caprara et al., 2002). Positive traits of human personality drive the attention of consumers towards brands and vice versa. Hence marketers in Kuwait and other countries need to choose their celebrity personalities in such a way that their brands can be positively promoted among customers.

2.8 Hedonic and Utilitarian Motivations for Online Shopping

The needs, wants and desires that motivate consumers are known to have a significant bearing on decision-making, information processing and the feeling of involvement (MacInnis et al., 1991; Wu & Lin, 2012). These same consumer motivations are evident when shopping online. Findings in the empirical literature have confirmed that there are four separate motivations when purchasing on the Internet: research, surfing, shopping and communicating (Rodgers & Sheldon, 2002; Stafford, 2008). The predisposition of an individual towards making purchases is referred to as shopping orientation. This may manifest itself in information searches, alternative evaluations and product selections, and is operationalised by various attitudes and opinion statements tied to the act of shopping (Brown, 2000; Brown et al., 2003). Shopping is today routinely referred to in terms of emotions tied to fun and enjoyment and shopping orientation is often discussed in terms of being 'experiential' and 'goal-oriented' (Wolfenbarger and Gilly, 2001) or even 'hedonic' or 'utilitarian' (Griffin et al., 2000).

2.8.1 Hedonic Motivations

Hedonism means shopping for fun (Munar and Jacobsen, 2014). It is not a task or a job to be performed (Rauniar et al., 2014); it is done to relax and for enjoyment (Leftheriotis and Giannakos, 2014). As such, this is the experiential side of shopping and is associated with curiosity, escapism and pleasure. Hedonistic shoppers enjoy browsing the Internet at length and this gives them added value from their experience (Hoffman and Novak, 2009; Sénécal, Gharbi and Jacques 2002). In addition, they can freely watch videos of products they are perusing and view a huge number of different products in a relatively short period of time (Bianco 1997; Montgomery and Smith 2010). It is these videos and animations about products that are for sale that may particularly appeal to hedonic consumers and they are likely to perceive these as being fun interactions that they cannot access via other means of shopping (Dall'Olmo-Riley, Scarpi and Manaresi 2005; E-marketer, 2010).

'Recreational' shoppers are those who enjoy shopping and perceive it to be a pleasurable leisure activity. Recreational shoppers are known to be more willing to engage in Internet shopping than 'economic' shoppers who are, at best, neutral to the shopping experience or else dislike it. As a result, a positive relationship exists between the experience of 'flow' and the hedonic value of consumers' online shopping experiences (Chaudhuri, Aboulnasr and Ligas 2010; Chiu et al., 2010). On the Internet, these two orientations exist side-by-side (Hung, Tsang and Liu 2010; Koo, Kim and Lee 2008) and the two largest categories of people browsing the Internet are recreational and task-oriented (Delafronz, Paim and Khatibi 2009; Brown et al., 2003).

Hedonic motivation seeks to appeal to those wanting a pleasurable experience when shopping online; websites should encourage shoppers to peruse, explore and satisfy their curiosity by delivering content in an entertaining manner that is vibrant and colourful while making use of music where appropriate. Stimulating the senses will help to ensure user gratification and entice people to return to a website (Chiu et al., 2010; Kime et al., 2010). For example, the clothing retailer Landsend attracts 15 million visitors by offering a personalised hedonic-oriented website and has

successfully doubled its online sales in the space of just twelve months (Cross-and Neal, 2000).

2.8.2 Utilitarian Motivations

Utilitarianism is a rational process whereby products must be bought as efficiently as possible out of necessity rather than recreation. In such circumstances, making a purchase can be referred to as a success or an accomplishment (Chaudhuri et al., 2010; Griffin et al., 2000). Those who are driven to use the Internet due to utilitarian motivations appreciate simple webpage designs that are uncluttered and easy to navigate, thereby helping to minimise the amount of time required to complete the shopping task (Chiu et al. 2010; Szymanski and Hise 2000; Watchravesringkan et al., 2010). Utilitarian shoppers will repeatedly return to websites that deliver these features. In addition to the layout of the webpage, utilitarian shoppers value logical checkout procedures and platforms that are able to remember important details so that personal information, addresses and credit card numbers do not need to be re-entered when returning to a website. These useful features offer greater convenience and are positively correlated with utilitarianism (Lawler and Joseph, 2007).

Hedonic and utilitarian motivation frameworks are useful for understanding online shopping behaviour in the online context. Nevertheless, if the ads are posted online but the purchasing process is in an offline context, the hedonic and utilitarian motivation framework is not helpful for understanding the behaviour. The main reason for this is that hedonism and enjoyment in exploring websites is not related in any way to ads posted on social media and buying process which end in an offline context. From this perspective, this research proposes two theoretical lenses for understanding purchasing motivation after watching advertisements by different celebrities. They are the motivation to imitate the celebrity and the motivation to explore the context in which the celebrity appeared.

2.9 Motivation to Explore and Imitate when Using Social Media

Millennial consumers are more involved in social media and following the practices of, fashion trends of and places visited by celebrities than other generations

(Fernandez, 2009). The reason for this is that millennial consumers are more sensitive to social media and its social implications than other age groups (Darley, 1999). Indeed, millennial generations spend a significant proportion of their time watching and following celebrities and trying to psychologically and physically attach themselves to them (McCormick, 2016). This attachment is reflected in their intention to imitate celebrities' clothes styles and how they behave (Dotson and Hyatt, 2005)

The way in which a person reacts to a new product or service advertised is likely to be governed by their identity (Combe, 2014). Arguably the most powerful feelings when exposed to something new are those of curiosity and fear. Curiosity and fear are opposing motivational forces (James, 1890; McDougall, 1923). The reaction based on perceptions is referred to as the risk tolerance perspective (Combe, 2014). There are competing theories to explain the decision-making process that ultimately determines whether something that is novel is accepted or rejected (prospect theory, subjective expected utility theory, and decision affecting theory). These theories suggest that the selection process is dictated by the result of weighing up the pros and cons (Mellers et al., 1997; Hoelzl and Loewenstein, 2005; Lopes, 1995; Kahneman and Tversky, 1979; Loewenstein et al., 1989).

There are two motivations associated with purchases based on the content of social media: the desire to purchase to explore the surroundings based on what has been viewed and the desire to imitate based on what has been viewed on social media.

2.9.1 Motivation to Explore

Berlyne (1950, 1960 and 1966) was among the first to consider the effect of motivation to explore behaviour. Berlyne (1966) suggests that people seek new information because they are curious and they do so by investigating their environment. Academic research has found that new external stimuli encourage people to become inquisitive because of uncertainty which triggers them to amass information in order to reduce uncertainty (Loewenstein, 1994). Meanwhile, Magni et al. (2010) conceptualise this behaviour as exploration theory. In other words, External stimuli trigger exploratory behaviours within people and they seek to satisfy this stimulation by accessing additional information about whatever the original

stimulation was based on. In other words, in case of social media, which is an external stimulation, people are motivated to discover the type of information provided by social media and to browse its contents (Magni et al., 2010). Social media videos and photos are examples of external stimuli that generate a psychological impression of a new phenomenon that is incongruous and surprising. People respond by seeking additional new information in order to achieve equilibrium with the environment. However, curiosity diminishes when the source of stimulation has been studied for a prolonged period of time (Magni et al., 2010).

Several of the theoretical premises underpinning exploration theory and related topics are summarised in the table below. Steenkamp and Baumgartner (1992) emphasise the role of best possible stimulation level for influencing the behaviour of consumers. Laboratory tests have confirmed that moderate stimulation from the external environment triggers consumers to explore in a certain direction, thereby encouraging variety seeking and innovation.

Authors	Contribution
Raju (1980)	Those people with heightened levels of stimulation are more inclined to seek out new situations and stimuli because this satisfies a need within them.
Joachimsthaler and Lastovicka (1984)	The exploratory behaviour that consumers exhibit towards a product is governed by their optimal stimulation level and personal locus of control.
Steenkamp and Baumgartner (1992)	Individuals having higher OSL exhibit curiosity-motivated behaviour, risk-taking behaviours and variety seeking. If a person has a high optimal stimulation level then they are likely to seek variety, be risk-taking and exhibit curiosity-motivated behaviour.
Ozanne et al. (1992)	Discrepancies with a new product are perceived with existing cognitive categories influencing information seeking and investigations about the product.
Morrison (1993)	New consumers of a product take a proactive approach to information seeking which facilitates a socialisation process for

	the company concerned.
Inman (2001)	Sensory stimulation (such as tasting the product) is more likely than non-sensory stimulations to trigger searching behaviour.
Elliot and Reis (2003)	Well established inter-personal relationships are associated with a person's exploration in an achievement setting.
Maner and Gerend (2007)	Curiosity is positively associated with more favourable judgements. Curiosity is believed to trigger risk-seeking and exploration behaviour.

Table 2-1 Exploration motivations in literature

The above table 3.6 provides a synopsis about a number of studies that have examined motivation within a different of contexts. As can be noticed, there are multifarious reasons (internal and external) that motivate consumers.

2.9.2 Motivation to Imitate

One of the most basic ways in which knowledge can be acquired is by mimicry. Moreover, mimicry helps to avoid risk (Ruvio et al., 2013) because you are not the first to do something. Bandura's (1977) social learning theory suggests that people change their own behaviour when they mimic the skills, values and attitudes of other people. Mimicry is a form of learning set in distinct social contexts in which people internalise socially accepted actions (Bandura, 1977). Learning experiences enable people to encounter a wide variety of actors in any given social context and any one of these actors has the potential to amend the behaviours of the individual (King and Multon, 1996). The focal point in understanding mimicry is consumer identity. People use consumption as a means for constructing their personal identity (Centeno and Wang, 2017).

According to Schnaars (2002), there are three theories here to explain the role of identity in influencing the motivation to imitate celebrity behaviour as can be seen in figure 2.9.2:

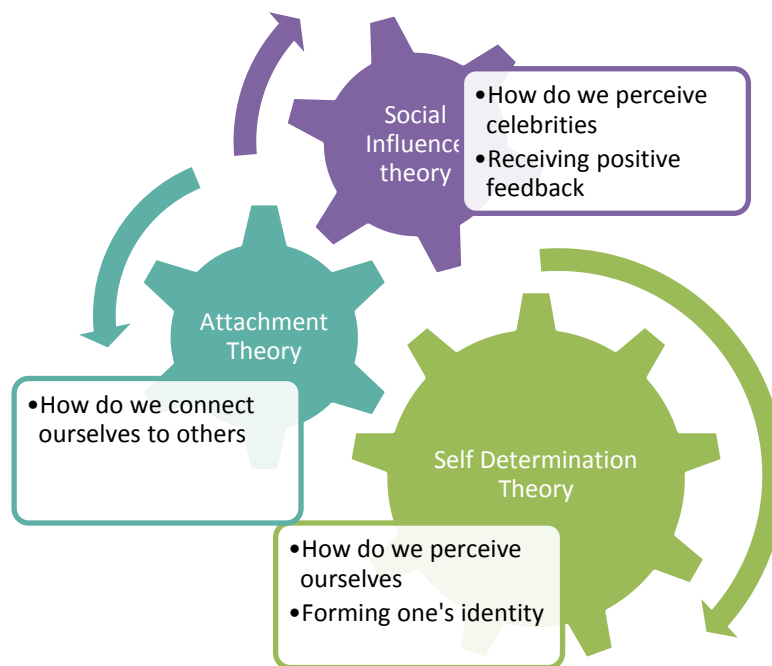


Figure 2.9.2. Theories to explain the motivations to imitate (Schnaars, 2002)

The first, especially in millennial generations and teens, is that they do this as part of building their identities (Osterloh & Frey, 2000). They need to find out about themselves and to build their own identities; this is known as self-determination theory (Deci & Ryan, 2011). The second theory, social influence theory, states that people are imitating in order to receive positive feedback from their friends and their environment. Both are influencing each other (Turner, 1991). In other words, how we perceive our identity is always based on how society will look at this identity (Chan & Prendergast, 2008). Thus, based on that, millennials are attempting to attach themselves to something bigger than themselves as a matter of building their identity, i.e. attachment theory (Bretherton & Munholland, 2008).

In relate to Self Determination Theory, identity lies at the heart of consumption and also the idea that possessions are a part of the self (Belk, 1988). Many millennials

look up to celebrities and, according to several researchers, the idolisation of celebrities is a normal part of identity development. They can be found borrowing aspects relating to their identity development from celebrities they admire (Boon and Lomore, 2001). This phenomenon could be explained by self-determination theory. Individuals are actively searching for products that mirror their self-perceptions (Lippe, 2001). That is why they search for celebrities who match their self-satisfying self-concepts in order to copy their behaviours (McCracken, 1989). Thus, they are more likely to be convinced to buy if the endorser that appears in those advertisements matches their self-image. This process of self-construction has the ability to make a celebrity exemplary and inspirational to those consumers who admire them (Peter and Olson, 1996). That is why certain products are consumed and symbolic cues are created to aide in the development of the self and self-identity (Wattanasuwan, 2005).

In regard to Social Influence Theory, it explains why fans buy products after watching celebrities using the products in ads. Indeed, this theory was one of the first to explain the influence of the celebrity on consumer behaviour (Kelman, 1956). People devote more thought to how they want to be perceived by others, namely for self-image, and this is a driving force behind personal consumption (Giddens, 1991; Gergen, 1991). This theory shows that fans are imitating celebrities to have a psychological image similar to their own (McCormick, 2016). In other words, there is congruence between celebrity behaviour and fan behaviour. There are three influences celebrities can have on the fans: compliance, identification and internalisation (Kelman, 1956). Compliance refers to imitation which is undertaken for the sake of receiving a favourable reaction from the celebrity (McCormick, 2016). Identification explains the imitation behaviour that occurs due to the need for a self-defining relationship with the celebrity. Internalisation spotlights why the imitation happens because the induced behaviour is congruent with an individual's value system (McCormick, 2016). Usually, fans pick relevant and thematically connected celebrities in terms of life views, lifestyle and fashion (Osterloh & Frey, 2000). This is in order to be consistent in their identity and to present a unified image to others (Firat and Venkatesh, 1995). All of these reasons make fans imitate celebrities in their purchasing behaviour intentionally and un-intentionally. This includes changes

to their physiological state, beliefs, subjective cognitions and motivations (Latané, 1981, p. 343).

In relate to Attachment Theory, due to individuals' need to build their own identities, and a wish to be admired by a celebrity, individuals may feel the need to attach themselves to the celebrity (Ilicic and Webster, 2011). The attaching process is based on the places, people and physical things which make an individual feel closely psychologically connected (Centeno and Wang, 2017). This research is particularly interested in the phenomenon of individuals being psychologically connected with celebrities. People make an effort to copy the appearance and behaviour of celebrities (Hoffner and Cantor, 1991). This can be understood in terms of attachment theory (Bowlby, 1979, 1980). Attachment theory explains how the audience may attach themselves psychologically and physically to somebody (Berman and Sperling, 1994) in general and a celebrity in particular (Thomson et al., 2005). That is why it is important to be aware that the success of a celebrity endorsement is largely dictated by the credibility of the celebrity (Ilicic and Webster, 2011). This in turn will influence behavioural intentions (Sternthal et al., 1978).

2.10 SMEs' Motivations to Use Social Media Celebrities

Social media as a new technology has been adopted and used by companies included SMEs to promote their products (Chua, Deans & Parker, 2009; Howard, Mangold & Johnston, 2014). After scanning the literature, seven reasons for opting for social media over traditional media for promotional plans have been found. The reasons are: to improve the credibility of companies including SME in the market (Dwivedi and Johnson, 2013); to improve the credibility of the product (Biswas et al., 2006); to attract potential customers (Lacho & Marinello, 2010); to influence the attitude and intention to purchase (Atkin and Block, 1983); Petty et al., 1983); to improve communication with consumers (Nummelin, 2015); to overcome lack of financial resources (Nummelin, 2015) and; to ride the wave of the social media trend (Meske & Stieglitz, 2013).

Because SMEs are too new to be well known to customers (Freeman et al., 1983; McDowell et al., 2016), they borrow the credibility of social media celebrities to overcome this problem (Dwivedi and Johnson, 2013). Likewise, their products are

perceived to be new to the market and potential consumers may suspect the quality of the products. Thus, SMEs pay for celebrities to endorse their products so that customers trust them (McCracken, 1989; Spy et al., 2011).

Moreover, due to limited resources, they are not able to use traditional media such as TV due to its prohibitive cost (Atanassova & Clark, 2015). Thus, social media is seen as a window of opportunity to attract potential and targeted customers (Lacho & Marinello, 2010) which may influence their intention to purchase (Atkin and Block, 1983; Petty et al., 1983) and influence their loyalty to the product and brand (Culnan et al., 2010). Furthermore, SMEs' ability to do market research is limited (Ren et al., 2015); their main mechanism for collecting and understanding consumer feedback is from social media because of its interactivity (Nummelin, 2015). That is why it is considered to be a strategic tool (Parveen, Jaafar & Ainin, 2015). Finally, 28% of SMEs, according to a study conducted on SMEs in Germany by The Technology Insertion Demonstration and Evaluation (TIDE), use social media only to imitate competitors while 3% use it without having a clear intention of how to use it (Meske & Stieglitz, 2013).

Motivations	References
Credibility for the SMEs	Dwivedi and Johnson, 2013
Credibility for the products	Biswas et al., 2006 Spy et al., 2011
Attracting potential customers	Lacho & Marinello, 2010
Improved communication and collaboration with consumers	Nummelin, 2015
current social media trend	Meske & Stieglitz, 2013
Xelebrity endorsements influence attitude and purchase intention	Atkin and Block, 1983, and Petty et al., 1983
Limitations in their financial resources	Nummelin, 2015

Table 2.10 SMEs' motivations to use social media

2.10.1 SMEs' Selection Basis for Celebrities

SMEs, because of their newness, as described in the previous section, are interested in becoming credible (Dwivedi & Johnson, 2013), and well-known (Rossiter and Smidth, 2012). Thus, there are two reasons for selecting the celebrities: They improve credibility and matching up.

Credibility

SMEs are searching for credible celebrities (Erdogan, 1999). In other words, SMEs are searching for celebrities to make their ads, products and their existence credible so that the effectiveness of the promotional message is improved (Biswas et al., 2006). Indeed, SMEs pick celebrity endorsers based on their credibility which is developed through their attractiveness, trustworthiness and expertise, (Erdogan, 1999). Missing any of these three dimensions is argued to affect the celebrity's own reputation as well as the credibility of the sponsor organisation (Banks, 1996; Erdogan, 1999; Fraser & Brown, 2002).

In other words, the credibility of the celebrity can improve or deteriorate company credibility (Jiang et al., 2015). Because of the partnership shared by the celebrity and the organisation that appoints them (Walker, Langmeyer & Langmeyer, 1992), public attitudes concerning perceived credibility of the organisation and its products can be smashed if celebrity credibility is not as intended (Bartz et al., 2013; Biswas et al., 2009; Koo et al., 2012; Money et al., 2006; Till and Shimp, 1998; Um, 2013; Upadhyay and Singh, 2010).

Source credibility theory is extended to include the message as well as the celebrity (Roberts, 2010). In other words, the characteristics of the message are perceived to influence the credibility of the celebrity and also the brand (Norel et al., 2014). Thus, message credibility refers to the degree of believability (Roberts, 2010), accuracy, trustworthiness and inclusiveness of the information presented (Flanagin & Metzger, 2003). The credibility of a message is also reliant on the structure of a message, and its language intensity and appeal (Metzger et al., 2010). However, recent research has found that the main driver of credibility is the celebrity him/herself, not the

message. The celebrity brings credibility to the message, as long as it is consistent with his experience (McCormick, 2016).

Matching Up

The second aspect is the 'match-up' between the celebrity's identity and business identity (McCormick, 2016). In other words, SMEs search for celebrities who fit with their identity (Thwaites et al., 2012). According to match-up models, fitness between the celebrity identity and the brand is essential for successful promotional ads (Dunn et al, 2015; Lynch and Schuler, 1994; Till and Busler, 1998). Indeed, it has been found that selecting the celebrity based on this fitness between his/her identity and the corporate and business identity and product characteristics is a method used by most businesses (McCormick, 2016). According to the match-up model, celebrity pictures with a product are best to build a certain product image in the mind of the targeted customers (Misra and Beatty, 1990; Till, 1998). More than one study has found that attractiveness of the celebrity contributes to the effectiveness of the fit between the product and the celebrity (Till and Busler, 1998). The reason for this is that consumers unavoidably have a pre-existing knowledge of and attitudes towards a celebrity endorser before they take on the role of a spokesperson for the product/business (McCormick, 2016)

It is not only fitness in the identity that is important but also in the area of experience and targeted audience. In an experiment conducted by Misra and Beatty in 1990, they found that when the celebrity endorser is talking about a product which fits his specialisation and area of experience, the product is more easily recalled by customers and they have more intention to purchase. Likewise, the SMEs who targeted millennial audiences by employing their favourite celebrities were able to influence their purchasing behaviour (Zavyalova et al., 2016). As such, Selection basis would depend on Fitness with the identity, credibility (trustworthiness, expertise, and attractiveness), Visibility or well-knowingness, expertise, trustworthiness, likability, and role-model identification, and Credibility (trustworthiness, expertise, and attractiveness) (McCormick, 2016, Rossiter and Smith, 2012, Dwivedi and Johnson, 2013)

2.11 Fans' Perspectives

Fans are those who follow certain celebrities. Their lives, including their behaviours and decisions, are widely affected by them (Gong and Li, 2017). Not all followers are fans (Mitchell, 2016). Indeed, fan passion itself has different levels (Wakefield, 2016). The lowest is keeping up to date with the celebrity's life and the highest is mimicking the celebrity's behaviour, fashion, and even ways of speaking (Marwick, 2010). There are different factors that may move a normal person from one level to another (Fisk et al., 2009). One factor may be the level of identity congruence between the viewer and the celebrity (Khamis et al., 2017). Additionally, the age of the viewers is also found, in the literature, to be a factor (Kushin and Yamomoto, 2010). In other words, teens are more influenced by celebrities than adults (Martin & Bush, 2000). Moreover, women are perceived to be more influenced than men by celebrities, especially actresses and fashionistas (Rivers, 2008). Lastly, psychological issues are also perceived to have an impact (Culnan et al., 2010), such as the need for a sense of belonging and weakness in emotional stability (Wright, 2015). Celebrities are important to their audience because they help them to make sense of their lives (Campbell, 2008).

Being a fan does not necessary mean being a social media fan (John and English, 2016). Fans can follow the TV, magazines or social media. Thus, if one does not use social media, the probability of having social media fans will be diminished (Fuchs, 2016). Accordingly, the next section addresses the reasons and motivations for using social media and fans' trust in celebrities. Following this, the motivations to shop online and to purchase are discussed from the literature before drafting the research framework.

2.11.1 Motivations to Use Social Media

There are two main motivations to use social media: intrinsic and extrinsic motivations (Lin and Lu, 2011). Extrinsic motivation is the belief that this action is helpful in delivering value or improving performance (Lin and Lu, 2011). In contrast, intrinsic motivation is a direct interest in performing an action, not because of external reinforcement (Davis et al., 1992). Indeed, Davis et al. (1992) fused intrinsic

and extrinsic motivations in their Technology Acceptance Model (TAM). This view of motivation was subsequently supported in a significant number of empirical studies such as Culnan et al. (2010), Lin & Bhattacharjee (2008), Lu & Su (2009), Moon & Kim (2001), Teo et al. (1999) and van der Heijden (2004). Intrinsic motivation is usually operationalised in the concept of 'enjoyment'. Moon and Kim (2001) defined enjoyment as "the pleasure the individual feels objectively when committing a particular behaviour or carrying out a particular activity" and found, in their study, that enjoyment is a key factor in a user's acceptance of the Internet.

By applying this concept to social media usage, on the one hand, intrinsic motivations mainly relate to enjoyment (Legault, 2016). On the other hand, extrinsic motivation is usually apparent in 'usefulness'. Davis (1989) conceptualised usefulness as "the degree to which a person believes that using a particular system would enhance his or her job performance". In other words, when one feels a system is useful or contributes to one's performance, one would have a positive attitude towards using it and a clear intention to use it. In the literature, (Lee, 2009; Lu, Zhou & Wang, 2009; Pontiggia & Virili, 2010; Sledgianowski & Kulviwat, 2009; Wu et al., 2007; Yen et al., 2010), usefulness is one of the motivators for using technology. In the social media literature, extrinsic motivations can be articulated in the wish to read, follow up on news and communications with other people and friends in an effective, efficient and simple way (Hoffman and Novak, 2012). In other words, being connected is the main extrinsic motivation for using social media. There are two motivation types intrinsic and extrinsic. Intrinsic is about enjoyment (Lin and Lu, 2011). Extrinsic is motivated by following news, being connected effectively and efficiently, and reading reviews about the products before buying (Lee, 2009, Hoffman and Novak, 2012, and Yen et al., 2010).

2.11.2 Motivations to be a Social Media Celebrity Fan

There are different reasons for being a social media fan. Thomson's (2006) study shows that fans have a stronger attachment towards celebrities who make them feel they are cared for (relatedness) but also free to do as they wish (autonomy). Indeed, these concepts can be combined into credibility (i.e. being cared for) and congruence (i.e. relatedness). Due to other motivations to follow celebrities,

discussed in earlier sections, there are two reasons for being a fan of a certain celebrity. These are related to a celebrity being credible in the viewers' eyes and also how much a celebrity matches and fulfils the personal psychological needs of the viewer.

In the literature, there are different attempts to understand the reasons for being a fan (Scott, 2009). The main reason is the feeling of belonging to something better than one (Tiesler & Coelho, 2007). Thus, individuals are attempting to follow different celebrities to gain what is lacking in their personalities or lives, i.e. psychological needs (Raven et al., 1998). Additionally, the other reason is because of a feeling of matching interests (McGuire, 1985; Silvera and Austad, 2004). Individuals who love travelling follow the best people in travel (Merton & Barber, 2006) and individuals who love going to the gym follow body builder celebrities (Page, 2013).

On the marketing and advertising side, the belief of being connected to a certain celebrity can be used in a profitable way. In the context of Attribution theory (Jones & Davis, 1965; Kelley, 1972) (discussed above), individuals, as social perceivers, infer causes behind a behaviour through observation and experience of the behaviour. Settle and Golden (1974) first adopted this theory in the context of sales promotion. This theory explains the effects of sponsors (company vs. brand) and fans and how this interaction causes congruence with consumer attitude towards the sponsor (Rifon et al., 2004). In their study, Rifon et al. (2004) found a mediating role played by consumer attributions on sponsors' motives and sponsor credibility.

Celebrity Credibility

Source credibility theory shows that the main motivation to follow social media (Ohanian, 1991) and to follow an endorsement (Lafferty et al., 2002) is the celebrity's credibility. Indeed, a significant correlation has been found between the endorsers' credibility and brand credibility (Spry et al., 2011).

This theory has been presented in many sources during the last three decades (Ohanian, 1990). For instance, Tripp et al. (1994) examined the impacts of product endorsements to find that the level of effectiveness of the endorsements depends on

the perceived level of expertise (knowledge, experience and skills) and trustworthiness (honesty, integrity and believability) of an endorser. Thus, in support of this evidence, a systematic literature review found that the most commonly addressed credibility factors of the celebrity are static measures in terms of trustworthiness, expertise and attractiveness (Erdogan, 1999). The main three factors, which are commonly addressed in the literature are trustworthiness, expertise, and attractiveness (Amos et al., 2008; Dholakia and Sternthal, 1977; Han and Ki, 2010; Lord and Putrevu, 2009; Magnini et al., 2008; Ohanian, 1990; Ohanian, 1991; Till and Busler, 2000).

Trustworthiness

Trust is defined as the degree to which one is willing to rely upon others and to make oneself vulnerable to them (Tschannen-Moran & Hoy, 2000). Based on this definition, social media celebrity trust is conceptualised as relying on the celebrity in terms of sourcing information about life, products, or beliefs (Premeaux & Bedeian, 2003). Consequently, trustworthiness is defined as the extent to which fans perceive that the celebrity is capable of conveying a sense of integrity, honesty, and believability through an advertising channel (Tripp et al., 1994). Indeed, it seems that the celebrity, who can promote the feeling of trustworthiness, may be able to capture a number of audience members who are in need to that (Khatri, 2006). Being trustworthy can be attributed to being sincere in ones arguments and presentation of ideas (Jung & Avolio, 2000).

Celebrity Expertise

Celebrity expertise is defined as the degree to which an individual's knowledge, competency, qualification, mastery, experience, authoritativeness (Han and Ki, 2010; Ketchen et al., 2008 ; Magnini et al., 2010), knowledge, or expertise (Amos et al., 2008; Magnini et al., 2008 ; Lord and Putrevu, 2009) is perceived by others to help followers to make decisions. The celebrity who is sought as an expert is found in the literature to be most influential (Aaker and Myers, 1987) and to produce greater intentions to purchase a brand (Ohanian, 1991).

Attractiveness (Source Attractiveness Model)

The Source Attractiveness Model posits that the effectiveness of a message is dependent on the attractiveness of an endorser (McGuire, 1985). Attractiveness is defined as the totality of a celebrity's physical appearance (face) dress and accessories, beauty, elegance, sexual appeal, manners and etiquette (Amos et al., 2008; Gakhal and Senior, 2008; Han and Ki, 2010; Lord and Putrevu, 2009 ; Magnini et al., 2010). The main reason for this is that attractiveness is always psychologically translated into credibility (Patzner, 1985).

Attractiveness has been studied for a long time, even before the development of social media. In an old study conducted in 1985 by Kahle and Homer, it was found that attractiveness of communicators influences the likeability, intent to purchase and higher ability to remember the product and brands endorsed. Not only that but also the attractiveness of the endorser affects the corporate brand and identity positively (Till and Busler, 2000; Ohanian, 1991). Indeed, the main reason for this is the psychological connectedness between the endorser's attractiveness and the corporate brand and quality of the products advertised (Friedman and Friedman, 1979).

2.11.3 Criticising the Celebrity Credibility Framework

Celebrity credibility framework is based on certain assumptions. Firstly, it assumes that credibility is the only significant characteristic for a celebrity to be effective (McCormick, 2016). Secondly, it assumes that attractiveness is a fixed measure and all audiences perceive attractiveness in the same way regardless of the industry and regardless of the product characteristics (Dunn et al., 2015). Thirdly, it posits that trustworthiness has fixed characteristics and is not relevant to industry.

All of these assumptions can be criticised by 'match up' hypothesis which demonstrates that the fitness between a product and celebrity is the key to success and nothing is absolute in terms of measures (Dunn et al., 2015). The literature uses a mix of fixed (i.e. attractiveness) and relative (celebrity expertise and trustworthiness) criteria for credibility. The fixed criteria, i.e. attractiveness, can be irrelevant to certain different products, sectors and for different consumers.

Nowadays, celebrities do not necessarily need to be physically attractive (Norel et al., 2014). For instance, many celebrities such as Oprah Winfrey has a normal level of attractiveness (Garthwaite & Moore, 2008), and, in spite of this, in 2016, she was one of the most powerful woman in the USA according to Forbes. Also, a celebrity such as Noam Chomsky, who has been awarded the most influential person in the world, does not have a special identifies the importance of attractiveness but fails to elucidate the degree to which a celebrity must be seen to be appropriate for the brand advertised (Ilicic & Webster, 2014).

Relative criteria are more generalisable than fixed ones. However, the definition of trustworthiness can vary from sector to sector. Trustworthiness can be seen as relating to honesty and integrity in one sector (Johnston, 1995) whereas it can be related to knowledge about the product and being famous (Jøsang et al., 2007) in another sector. Thus, the concept is unclear in terms of how it is applied across different celebrities and different kinds of celebrity can prompt different definitions of trustworthiness.

2.12 Combining Aakar Model with Ohanian Model

Based on the literature review, Aakar (1997) Model for examining the brand personality and (ii) Ohanian (1990)'s tri-component model for measuring credibility, this study explains the various entanglements that work when using Instagram accounts of celebrities by SMEs for making marketing of their products/services.

As such, SMEs would consider the issue of credibility with the targeted celebrity Instagram account when marketing. Furthermore, SMEs would tend to market on celebrity accounts that are compatible with the nature of their products/services (Azoulay & Kapferer, 2003; Kim et al., 2015). For instance, they select celebrity Instagram accounts that reflect excitement, sophistication, competence, or ruggedness) based on the purpose of their products/services. Hence, they would tend to select the brand personality reflected in the Instagram account which is compatible with the trends of their products/services (McCann & Barlow, 2015; Geuens et al., 2009). From this equation (i.e. the need for credibility and the pursuit of suitable brand personality), this study would establish a layout reflecting the equal importance of selecting brand personality that is credible (Killian & McManus, 2015).

In relate to fans, they are motivated by images imposed by celebrity Instagram accounts. This motivation would result in imitating behaviour and subsequently purchasing behaviours (Ginsberg, 2015). For fans, following the Instagram accounts that meet with their psychological character is common as the tendency to watch images and videos of other people (celebrities) on their accounts would not be done without the intentional desire of fans to follow this images and videos (McCann & Barlow, 2015). As time passes, fans tend to make selective preferences amongst Instagram accounts that are similar in its content (i.e. Instagram accounts that reflect similar characteristics of its holder such as two celebrity accounts and each one for modern singers). These selective preferences are based on the issue of credibility (Siguaw et al., 1999). That is to say, when there is a tyranny of choice between numbers of similar Instagram accounts and each one of them make a marketing of particular product/service, fans would tend to imitate and purchase the product/service that are marketed by Instagram account that is credible (Michaelidou et al., 2011). In other words, posting a particular product/service on two Instagram accounts for the purpose of marketing would lead to different ways of responding to the marketed product/service (Siguaw et al., 1999). As such, fans would tend to imitate and/or purchase the product/service that is posted on the credible Instagram account (Edosomwan et al., 2011; Heylen et al., 1995).

Based on these logical premises, which are deducted from the literature, this study develops a framework that connects between the two models. Furthermore, this model added the financial issue as which either motivate or demotivate the SMEs users when they intend to use the celebrity Instagram account as marketing platform for their products/services in order to create brand personality for their products/services.

2.13 Summary

Chapter two examines various theories related to personality and brand personality. As such, section 2.1 explained concept of brand and branding including product scope and brand scope, themes for different brand definitions with their antecedents and consequences, and brand benefits. Section 2.2 focused on concepts of brand equity which includes awareness, loyalty, associations, perceived quality, assets, and value. Section 2.3 explored idiom of brand personality which concentrated on importance of brand personality, the relation between brand and brand personality

and the different dimensions of brand personality. Section 2.4 dealt with measuring brand personality then followed by Section 2.5 which evaluated the relationship between brand personality and brand image. Next, Section 2.6 examined the activities of consumers during prosumerism.

In Section 2.7 four main types of theory were introduced: the AB5C model; Wiggins' interpersonal categories; the Brand Personality Frameworks of the Big Five Model; Aaker (1997) and the SWOCC Model. Then in Section 2.8 hedonic motivation and utilisation motivations were examined in order to identify, broadly, the motivations for online shopping. Next, in Section 2.9, this research indicated that the motivation to explore and the motivation to imitate are essential to the use of social media platforms. After that, this study narrowed the discussion to explore the motivations of SME managers to adopt celebrities' accounts on Instagram and this includes SMEs' selections of celebrities. This selection basis is centred on two criteria (i.e. credibility and matching up). Then, Section 2.10 explores the fans' motivations to adopt celebrities' Instagram accounts on social media which are: congruence between celebrity and fan, credibility of the celebrity which includes celebrities' trustworthiness, expertise and attractiveness. Section 2.11 explain combination between model based on: (i) Aakar's (1997) model for examining the personality of a Twitter account of a celebrity; and (ii) Ohanian's (1990)'s tri-component model for measuring credibility. Thus, this conceptual model is unique as it connects the two models. Furthermore, this model includes the financial issue which can either motivate or demotivate SME users when they intend to use a celebrity twitter account as a marketing platform for their products/services in order to create personality (brand image) for their products/services.

3 Research Methodology

3.1 Introduction

This chapter examines the research design of this study. This includes identifying the research philosophy, research approach, research strategy, time horizon, and data collection tool. As such, Section 3.2 examines research philosophies (interpretivist, positivist and critical) and then identifies the reasons for selecting interpretivist as the research philosophy for this study. Section 3.3 examines the two types of research approach (deductive and inductive) and then explains the reasons for selecting inductive research. Section 3.4 delineates various research strategies and then explains the rationale for selecting case study as the research strategy for this research. Section 3.5 highlights the types of data collection tools implemented in this study. As such, it will examine focus groups and interviews as data collection tools. In Section 3.6, this study will examine sampling techniques. This includes identifying population, sampling frame, and the sample for this study followed by sample type and size and the methods used for approaching participants. In Section 3.7, quality and trustworthiness criteria will be discussed for this study. Section 3.8 discusses ethical considerations for this study and, finally, Section 3.9 will provide a short summary of Chapter 4.

3.2 Research Philosophy

Research philosophy refers to the epistemology and ontology that is to be chosen when executing a particular research analysis. It is referred to as the branch of philosophy that provides intuitive knowledge such as intuition, faith, values, perceptions, and beliefs. Thus, it can be said that the research epistemology is the subject matter which must integrate all sources of knowledge within a particular study. The ontology relates to the nature of existence (in terms of multiple realities or mono realities). Epistemology paves the way for researchers to gather or accumulate effective and fruitful information on a particular research topic. Thus with the implications of a proper and appropriate research epistemology, researchers may be able to explore or examine the particular occurrence of the study. Three common

types of research philosophies (positivist, interpretivist and critical) will be discussed and then the reasons for choosing the interpretivist philosophy will be discussed (Straub et al., 2005). Researchers must choose one philosophy so as to draw a fruitful conclusion at the end of the study (Saunders et al., 2003). It is of vital importance for the researchers to understand these approaches and concepts so that they are able to identify the appropriate and relevant research method so that proper examination of the research's aim and objectives can be undertaken. With regarding to this study, and based on figure 3.1, the design of this qualitative study will be as follow: an interpretive philosophy, inductive approach, case study, cross-sectional focus in terms of time horizon, with collection of data through focus groups and interviews. Each point will be highlighted in details in this chapter.

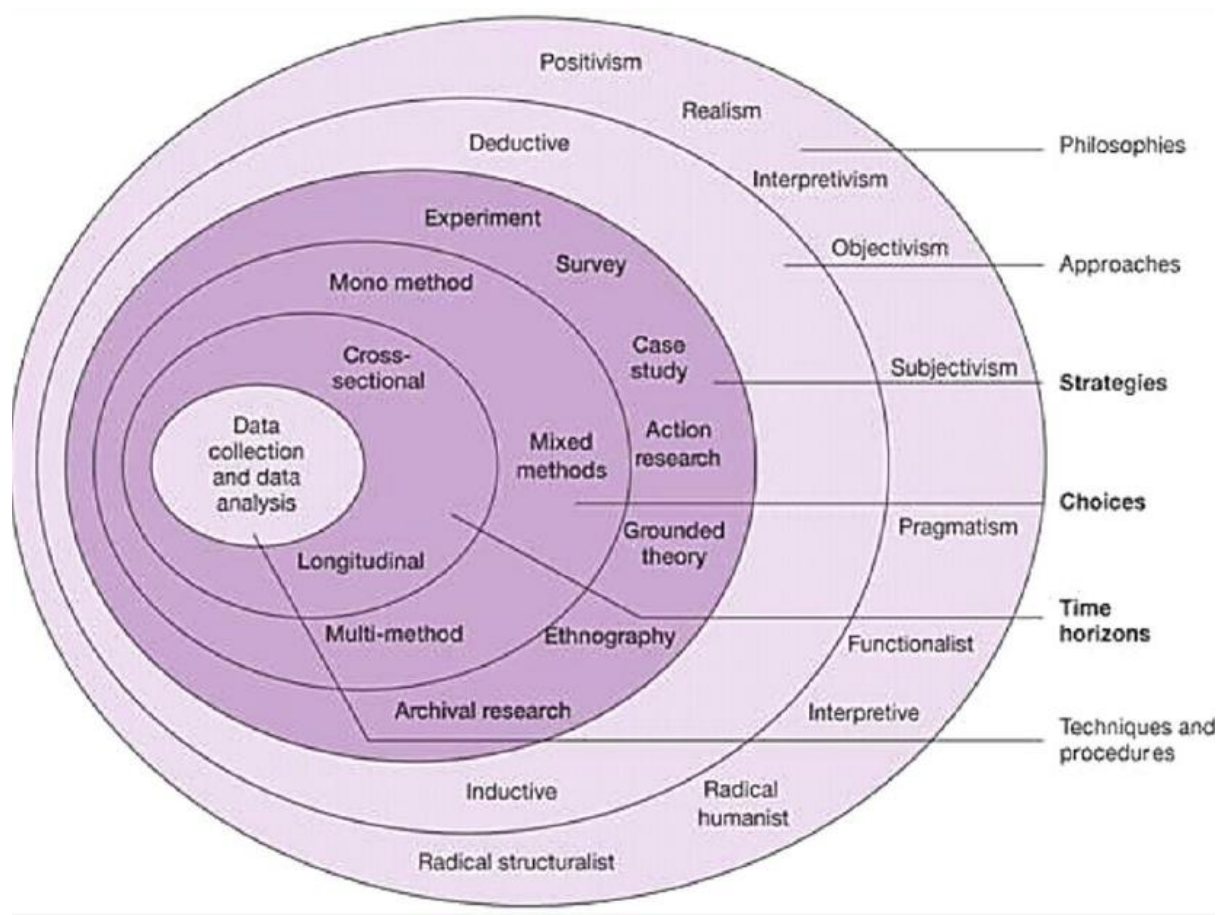


Figure 3.2. Onion Research Model (Source: Saunders et al., 2003).

3.2.1 Research philosophy: Interpretivist Philosophy

The interpretivist approach is generally used by researchers to analyse and interpret collected data and information regarding the various aspects of a particular topic (Smith, 2015). Since some interpretivist researchers consider positivist studies to be incomplete and not fruitful, the interpretivist approach is adopted to overcome the shortcomings or loopholes that in the initial philosophy (Creswell, 2013). The main idea behind using this approach is that reality is not at all objective, that it is associated with people and their interpretations (Newman & Benz, 1998). The most important difference between positivist and the interpretivist research approaches is that, while the former focuses widely on the positive aspects of the topic, the latter is highly concentrated on the evaluations and considerations of people as per their interpretations and thought processes (Patton, 1990). The perceptions of individuals associated with a particular research topic will be hereby portrayed or depicted by means of the interpretivist research approach (Vogt, 2007). Thus it can be said that this approach is focused on comprehending the actual phenomena which have occurred (Zikmund et al., 2003). It should be noted that the interpretive paradigm is used broadly for qualitative data and information collected by researchers from a comparatively smaller sample size (Savin-Baden & Major, 2013).

The differences between positivist and interpretivist approaches can best be judged with the help of the appropriate research tools, designs and mechanisms that assist researchers to collect reliable data and information and also analyse them in a systematic manner (Savin-Baden & Major, 2013). While researchers choose to organise field surveys and laboratory experiments to judge or evaluate the data collected about a specific topic in the positivist research approach, researchers conducting an interpretivist research approach concentrate mainly upon the subjective beliefs and attitudes of individuals and on social phenomena (Patton, 2005).

Another difference that can be highlighted between the positivist and interpretivist research paradigms is that positivist research aims to analyse the data and information about concerned focus topic by adopting a deductive approach (Maxwell, 2008). However, in case of the interpretivist research approach, researchers aim to develop a specific theory and with that aim, they start collecting relevant and appropriate data from the selected respondents (Gray, 2009).

As there is an insufficient theoretical basis in this study for SMEs, celebrity accounts on Instagram and fans in Kuwait, an interpretivist philosophy will be adopted in this study.

3.2.2 Justification for choosing a interpretivist Approach in the Study (Epistemology, Ontology and Axiology)

Logical Stance in this Research

While the positivistic paradigm is concerned with testing hypotheses and generalisation, the constructive paradigm is based on the assumption that there is not an objective reality (Kanellis and Papadopoulos, 2009) and that subjective consciousness is dominant (Walsham, 1995b). No two situations are the same and the meaning will be governed by the people present and the circumstances that play out. For that reason, interpretive research is not concerned with arriving at generalisations (Walsham, 1995a). It is for the researcher to overlook the specific details and instead focus on appreciating what causes that situation to arise. From this starting point, the researcher is able to construct meaning about what is being examined. Moreover, constructivists believe that there are numerous realities in operation and each of these realities is a standalone artefact (Remenyi, 2005).

The Ontological Stance in this Research

Ontology is the science of defining reality (Kanellis and Papadopoulos, 2009). The ontological stance of research relates to how we specify and determine reality (Blaikie, 2010). There are two different world views on the definition of reality: positivist versus interpretivist.

On the one hand, positivist researchers believe that reality is singular and similar all over the world (Bryman & Bell, 2015). Such an approach is used in pure hard science research such as physics and chemistry where the laws of physics determine relationships (Saunders and Lewis, 2007). This ontological stance assumes that what is right in one context is right in other contexts (Saunders and Lewis, 2007) with no need to contextualise the results. Such beliefs could be claimed to be true in physics research (Saunders and Lewis, 2007) but not necessarily true in management and marketing research (Schommer-Aikins et al., 2003).

Culture in Kuwait is different to culture in the USA (Buda and Elsayer-Elkhoully, 1998). How Kuwaitis interpret the meaning of life is very different to those who live in the USA (Abdel-Khalek and Lester, 2012). Different interpretations of the basic meaning of life has implications for behaviour in general and marketing science in particular (Costa and Bamossy, 1995). Social media is also perceived differently from context to context (Marwick & Boyd, 2010). While American and European users see it as a connecting tool, Arab culture perceives it as being more political (Wolfsfeld et al., 2013) and as representing a shopping tool. The organised market in Kuwait and the maturity of online marketing is far behind that in Western countries. Thus, the motivation to use social media is believed to be higher than for those who are living in Western countries. These arguments demonstrate the reason for rejecting a positivist research world view expressing the definition of reality as a unified and single one.

In order to understand the motivation to purchase from social media, a researcher needs to understand the context. Also, the definition of Aaker's model is found to be relevant and different from context to context (Ginsberg, 2015). In other words, what is perceived to be ethical in China is different to what is perceived to be ethical in America. Likewise, the definition of trust in Arab countries is different from the definition of trust in Western culture. These differences in how we understand the world impose a restriction which requires us to focus on the interpretive paradigm to understand each reality in its context, namely the Kuwaiti context for this research.

Epistemological Stances in Research

Knowledge underpins all empirical research studies (Remenyi, 2005). This is the epistemology of the study. Epistemology has been referred to as the method of knowing what we know (Crotty, 1998) and also as the constitution of useable knowledge that is acquired by examining a phenomenon (Cornford and Smithson, 2006). Meanwhile, Myers (1997) states that epistemology is the assumptions about knowledge and the means of acquiring knowledge. Furthermore, Walliman (2006) argues that epistemology is the manner in which things are known and what is regarded as acceptable knowledge. Crucially, epistemology is concerned with

gleaning knowledge from practical settings so as to embolden our knowledge base because the methods for acquiring knowledge continue to evolve (Grix, 2002).

Epistemology is how to gain knowledge. There are two main schools for gaining knowledge. They are the positivist paradigm and social construction of reality (Kanellis and Papadopoulos, 2009). Positivist researchers define science as a set of tested relationships (Bhattacharjee, 2012). They believe the researcher's is to test hypotheses, as derived from the literature and referred to as the rationalist school of research (Singleton and Straits, 2005). Their understanding is constrained to positive and negative relationships between concepts. Indeed, in this research, in order to classify and to develop a new taxonomy for celebrities' social media accounts, it may be difficult to understand this taxonomy in terms of a set of tested relations. Also, in order to understand and to determine the motivations for purchasing after watching different celebrities, hypotheses would restrict understanding and may prevent different elaborations of knowledge creation.

Social construction of reality researchers believe that reality should be developed in its context (Lee and Hubona, 2009; Walsham, 2006). The definition of reality and knowledge are based on frameworks and models to abstract reality (Lincoln and Guba, 2000). They not only include a set of hypotheses and propositions (Saunders and Lewis, 2007); but also different kinds of relationships and shapes that enable a researcher to have more and insightful understandings. Reality takes the form of a set of investigations with an open mind to new ideas (Hudson and Ozanne, 1988). All of that enables the researcher to explore and understand a phenomenon in depth. The framework could be developed based on the perspectives of different actors: i.e. SMEs and fans. Capturing different realities and different perspectives from different actors can enable a consolidated framework to be developed to enhance our understanding of SME-celebrity-fan relationships and the basis of selections and purchasing.

Axiological Stance in this Research

There are two main axiological stances in the research (Saunders and Lewis, 2007). Each paradigm follows a certain axiological stance. Positivists tend to believe in

objectivity and the idea that a researcher should be independent from the analysis, whereas interpretivists do not believe in the objectivity of research.

Positivist researchers believe that any subjectivity in the research affects the quality of the research (Saunders and Lewis, 2007). Positivists, indeed, believe that the researcher must be objective and must not intervene in presenting the data (Lincoln & Guba, 2000). However, interpretive researchers do not believe in objectivity because the perception is developed based on background, experience, and knowledge (Walsham, 2006; Stake, 1995). In other words, different people (Merleau-Ponty, 1996) can perceive the same object differently. Indeed, this research believes in subjectivity and that it is impossible to achieve full objectivity. The researcher conducts interviews and reports based on his perception and his knowledge (Saunders and Lewis, 2007). It is the case, however, that too much subjectivity could interfere with the research quality (Seale, 1999). That is why subjectivity is accepted whilst taking into consideration the methodological factors affecting the quality of the research, an issue which will be discussed in terms of the quality of the research.

In summary, the following table highlights the differences between philosophical strategies in terms of logic, epistemology, axiology and ontology.

Paradigm	POSITIVISM	INTERPRETIVISM
Methods	Quantitative	Qualitative
Logic	Deductive	Inductive
Epistemology	Objective point of view. Knower and known are dualism	Subjective point of view. Knower and known are inseparable
Axiology	Inquiry is value free	Inquiry is value bound.
Ontology	Naïve realism	Relativism
This research	Does not use it	Uses it

Table 3.2.2. Comparisons of four important paradigms used in positivism and interpretivist philosophies

3.3 Research Approach: Inductive

There are two approaches in developing theories and forwarding a contribution to knowledge. They are deductive and inductive logics (Collis & Hussey, 2013). Deductive logic seeks to develop a theory from general evidence derived from the literature to particular applications in the field of study (Bryman and Bell, 2015). The inductive approach, on the other hand, seeks to develop a theory from empirical evidence (Collis & Hussey, 2013). Deductive logic begins by developing propositions and hypotheses from the literature (Saunders and Lewis, 2007). These are known as rationalist (Bourke and Vernon, 1962) as they rationalise all the arguments and propositions before testing them (Marshall, 1996). Data collection aims to test the framework (Saunders and Lewis, 2007). Indeed, this logic is suitable for science which is based on relationships to be tested, such as effect or comparison relationships (Hussey and Hussey, 1997).

The deductive approach is challenging if it is used to understand a new phenomenon. Identifying literature to test a new phenomenon is not easy and sometimes does not fit a particular study (Langley, 1999). Therefore, the inductive approach aims to explore a new phenomenon by selecting a few cases and understanding them in depth. In this research, in-depth interviews are used to understand and investigate the perspectives of SMEs and fans in-depth as the literature failed, from my perspective, to give me any convincing rationale/relations. This research aims to make a contribution through taxonomies and identifications, not through a set of relations. Thus, the inductive approach is selected over the deductive approach for exploring and investigating a new market which has not been studied before and since there is no clear theory for understanding the basis on which SMEs select celebrities for advertisements, and the motivations to purchase when watching different celebrities doing advertisements.

3.4 Research Strategy

Research strategy includes a number of strategies such as case study, survey, grounded theory, and ethnography as duly mentioned by Saunders et al. (2003). This research adopts case study as its research strategy and the following sections

will discuss various research strategies and explain the difference between case study and other research strategies.

Case study is defined as “an empirical inquiry” that explores a “contemporary” event within “its real-life context”, particularly when “the boundaries between phenomenon and context are not clearly evident” (Yin, 2003, p.13). The issues of uncertain or unambiguous relationships of research aspects have been analysed with the help of the case study approach (Feagin et al., 1991). This, in turn, helps every aspect of the topic to be explored effectively in an in-depth manner. This study is based upon analysing the ways in which SMEs in Kuwait use Instagram accounts of celebrities as brand personality in the overall market (Yin, 2013). Furthermore, this study examines the opinion of fans on using Instagram accounts of celebrities as credible sources for branding. In order to carry out this empirical inquiry, this research considers three case studies (i.e. celebrities’ Instagram accounts, SMEs, and fans that follow celebrities’ accounts). The unit of analysis for celebrities’ Instagram accounts is the Instagram account of each celebrity. The unit of analysis for SMEs is the manager of each company, and the unit of analysis of fans is the fan that follows a celebrity account.

In the relationship between research strategy and research approach, Yin (2013) refers to how case study research uses a inductive approach rather than an deductive one. It is chosen since it allows the research study on Kuwaiti brand personalities and how they influence customers’ attention towards their products and services in the market to be considered very specifically.

The topic covers a narrow area since the data can only be collected from respondents in Kuwait and not beyond that area. Furthermore, many themes and subjects related to this topic can be discussed from a focused group of people and thus the researcher adopted this approach in the study.

By adopting this strategy, the researcher could clearly portray realistic views and perceptions of fans following celebrities’ Instagram accounts and the managers of Kuwaiti SMEs in terms of the influence of brand personalities and celebrity endorsements on consumers’ buying behaviours. The main advantage of choosing a case study approach is that the complex and wider concepts can be simplified. The

'how' and 'why' questions can be clearly answered (Gray, 2009). The incidence of every event or factor associated with this research study can be effectively evaluated and explored by means of this case study approach. Thorough discussion of the concrete subjects related to the topic has been presented which led to facilitated outcomes. Hence the selection of this strategy has proved to be quite beneficial for the researcher in achieving the desired research objectives. In order to get a clear understanding of the case study approach, this study differentiates between case study on the one hand and survey, grounded theory, and ethnography on the other hand.

3.5 Sampling Method

The targeted sample was young people because they most often use the internet (Correa et al., 2010). Indeed, young people, sometimes referred to as millennials (Y generation), are the generation most engaged with the social media and most eager to buy from social media websites (Bakewell and Mitchell, 2003). It was not easy to find people with different profiles. That is why this research approached a student association in one of the Kuwaiti universities. In order to ensure consistency of the sample, and also the same power to speak and express ideas, participants were selected by age – all participants were last year's students. This group was chosen on the basis that they would be more mature and express their ideas more freely. Also, this research selected students from the Law School as these students have a greater ability to express their ideas (Erlanger and Klegon, 1978). The location was positioned conveniently and was close to the school. This study implemented two workshops from a homogenous sample. The main reason for having two workshops was to assure the validity and reliability of the findings as recommended by Golafshani (2003). The aim was to contrast the findings between the two focus groups; similarities are taking in this research. However, odd findings, which were unrepeated, were rejected.

Regarding focus groups, each workshop consisted of 8 participants. In the literature, small numbers are considered a weakness because of the inability to address different ideas (Edmunds, 2000). However, a big number, like 14, is difficult to manage and makes it hard to glean useful answers due to data saturation.

Therefore, the optimum number is between 7 and 11. Thus, the sample size was 8 as a convenient number. Odd numbers, such as 7, 9 and 11 are selected to assure the balance in the views (Morgan, 1997). Also, for the purposes of votes an even number of participants ensures that 50% is an available option.

Thus, the administration of the focus group was based on 8 participants for each group. All the members ranged in age between 20 and 35 years old. Representations from both genders existed as shown in the table below.

Code	Age	Gender	Code	Age	Gender
FG1.1	20-25	M	FG2.1	20-25	F
FG1.2	20-25	M	FG2.2	25-30	F
FG1.3	20-25	M	FG2.3	20-25	F
FG1.4	20-25	M	FG2.4	20-25	F
FG1.5	20-25	F	FG2.5	25-30	M
FG1.6	20-25	F	FG2.6	30-35	M
FG1.7	30-35	M	FG2.7	30-35	M
FG1.8	30-35	F	FG2.8	30-35	F

Table 3.5. Focus group participants

Regarding sample of SEMs managers who will be selected for interview, the interviewees were selected based on clear objectives (Coyne, 1997). They were selected based on ads on the social media celebrity accounts that were selected for the focus group. Three celebrities from most validated in taxonomy (all participants on the focus groups accepted their classification based on Aaker framework) were followed on Instagram. For this research, all the SMEs which had done advertisements through these celebrities, one month before the interviews, were approached through their social media pages. In total, 34 SMEs were approached. However, only 13 accepted the invitation for interview. All of them signed a consent

form for privacy of information and disclosure to use their interviews in this research. All the interviews lasted for about an hour or an hour and a half.

Regarding fans' interviewing, the sample was approached using snowball sampling (Biernacki and Waldorf, 1981). A snowball sampling technique was used by putting out an invitation on my social media account. Also, I asked my friends to post the invitation on their social media accounts. Moreover, after finishing each interview, the interviewee was asked to recommend somebody with certain characteristics (i.e. preferring certain accounts represented by one of the celebrity account personalities). The selection and recruitment process was planned to ensure that there were at least 3 interviews for each celebrity personality to make 15 interviews. After many invitations, the final number is 15 was achieved.

3.6 Data Collection Instruments

A sample is a representation of the population (Altmann, 1974). Indeed, this sample is not a representation of the population; rather it is a purposeful sample (Palys, 2008).

The first phase involved using secondary data to identify the most popular social media celebrities to be used in the focus group to apply the Aaker framework. The second phase involved running two focus groups to adopt, extend and customise the Aaker framework to fit the nature of celebrity accounts. The results were used as basis for interviewing SMEs. Since the fitness between the business identity, celebrity characteristics and product characteristics builds credibility in the endorsement of the celebrity (Centeno and Wang, 2017), and since credibility is the key factor in the effectiveness of social media campaigns (Wange et al., 2017), the third phase involved interviewing SMEs to investigate fitness between different account personalities and owners' identities. Moreover, there was an aim to investigate how SMEs define credibility that is built and defined through different celebrities' personalities.

The last phase involved validating and extending the Aaker framework by adding a credibility element to the framework. The definition of credibility was proposed from

the SMEs' side but validated by interviewing the fans who were influenced by different celebrities.

Table 3.6: reasons for selecting each data collection tool

Method	Rationale	Data Inquiry
Secondary Data Analysis	To identify the most followed celebrities. To propose models for each celebrity account to be used in the focus group.	Secondary data analysis, Screening social media accounts used in Kuwait
Two Focus Groups	To adopt and customise the Aaker framework to fit social media celebrities.	Each focus group has 8 participants
Interviewing SMEs	To understand 1) fitness between the target market, celebrity and SME owners 2) the definition of credibility for each celebrity theme	Interviewing 13 SME owners
Interviewing Fans	To validate 1) the Aaker Framework 2) the definition of credibility	fans

3.6.1 Phase 1: Secondary Data Analysis

In order to identify celebrity accounts used in the focus group to apply the Aaker framework in classifying them, secondary data analysis was undertaken. The main strengths in using secondary data are that they are cheap and fast (Vartanian, 2010) whereas the main weakness is reliability and validity of the collected data. Thus, in this research, different secondary data sources, i.e. different websites, were used to improve the reliability of the findings (Saunders and Lewis, 2007). Secondary data analysis was carried out by approaching different corporate websites specialising in social media celebrities. The website was scanned and contact was made through e-mail with <http://www.ghaliah.com/en/influencers/> and <http://switchkw.com/Arabic/Default.aspx#prettyPhoto>

The output at this stage was the list of celebrities who are taking fees for doing ads in Kuwait with their relative features.

3.6.2 Phase 2: Focus Group

Focus groups represent a useful technique in terms of the speed and depth of findings (Morgan & Kreuger, 1993). Because different participants have the same background but different ideas, the interactions improve the arguability of the findings (Bloor et al., 2001). This indeed, motivates the audience to talk and express their ideas more freely (Parker & Tritter, 2006). The main weakness of the focus group is that some participants are too shy to speak in public (Walston & Lissitz, 2000). Thus, their votes and opinions are hidden in the group (Kelly, 2003). I took these points into account by asking questions of each participant and helping non-speakers and shy audience members to have their say. Also, I encouraged free communication taking into consideration different participants who loved to talk and who wanted to express their opinions. The focus group was well structured with a clear agenda for the meeting (Kelly, 2003). An agenda of a focus group helps to keep it on track and to ensure that all important points are covered (Morgan & Kreuger, 1993). Two focus groups were conducted to discuss with the participants the characteristics of the proposed celebrities to classify them.

Regarding focus group management, the focus group was based on two main stages. The first stage was to describe the Aaker framework and Ohanian's Model to the audience. The second stage was to validate the taxonomy based on the definition. In other words, the framework was explained to them and they were asked to extend the definition by examples and definitions. For instance, they were asked "what do sincerity/competence/ sophisticated/ ruggedness/ excitement mean?" The questions were derived from (Erfgen et al., 2015) and Ohanian (1991). Accordingly, I asked the participants about their opinions and how they would describe each celebrity.

The second stage involved the use of the Delphi method for validation (Kennedy, 2004). Based on how they defined the personalities, I asked them to classify the group of celebrities and why they classified them in this way on a piece of paper. Then, all of the definitions and classifications were gathered and discussed with the

audience. Once all of them were happy with the classification and rationale for classification, the workshop was closed. The focus groups were as follow:

Code	Age	Gender	Code	Age	Gender
FG1.1	20-25	M	FG2.1	20-25	F
FG1.2	20-25	M	FG2.2	25-30	F
FG1.3	20-25	M	FG2.3	20-25	F
FG1.4	20-25	M	FG2.4	20-25	F
FG1.5	20-25	F	FG2.5	25-30	M
FG1.6	20-25	F	FG2.6	30-35	M
FG1.7	30-35	M	FG2.7	30-35	M
FG1.8	30-35	F	FG2.8	30-35	F

Table 3.6.2: Demographic Information about Participants of Focus Groups

3.6.3 Phase 3: Interviews (SME Managers and Fans)

After conducting the focus groups and examining the responses of different participants within the focus groups, the researcher selected managers and fans for interviews. Through semi-structured interviews, the researcher was able to collect detailed information from the participants about interviews in terms of their feelings, opinions, attitudes and perceptions. Also, interviewees are not influenced by the opinions of other participants as is the case for focus groups (Gray, 2009). The chosen participants were also asked to provide demographic information to back up their responses (Gray, 2013). The researcher identified the managers of the SMEs in either a formal or informal manner. The formal method involved the researcher in emailing companies to verify the possibility of interviewing their manager (Yin, 2008). The informal method involved the researcher in utilising personal networks to contact managers. Moreover, to spread awareness among the managers regarding the aims and objectives of the research study, the most likely companies in Saudi Arabia were called to determine whether it would be possible for the researcher to carry out interviews with the managers.

The outlined qualitative research approach helped the researcher to be successful in obtaining the maximum amount of relevant and reliable data and information. Case studies based on interviews are the best way in which the life experiences and ideas of the participants can be extracted, compared to a more quantitative approach (Gray, 2013). In this qualitative research approach, organising different forms of interviews helped the researcher to approach the participants and collect information on a face-to-face basis. Face-to-face interviews help to convince participants to give their own opinions and ideas regarding the subject matter of the research study. They can also improve the focus of a participant's responses and thus enable the collection of a lot of valuable data in a short time.

To make the research trustworthy and reliable, an in-depth interview technique was adopted to help to collect more in-depth data from interviewees. The study was made as flexible as possible by carrying out different in-depth semi-structured interview sessions through which some better facts and information relating to the research study were obtained (Yin, 2008). Queries were raised with chosen respondents so that appropriate outcomes could be accumulated about the study. Moreover, the process helped to attain a lot of detailed answers to the research questions, thereby exploring various unidentified and unknown facts about the concerned phenomenon. For this particular study, the researcher prepared questions, taking into consideration the different aspects of the particular research topic. The prepared questions were then presented to the selected research participants so as to obtain the most relevant and appropriate answers to those questions. A question-based study was carried out with all the open-ended questions. Appendix 1 shows all the questions asked of the interviewees. The same process for recruiting and questioning managers was applied in the case of fans.

This method is based on in-depth interviews with different social media users who follow different celebrities, because, usually, people follow many accounts with different themes. The extremes are selected by taking into consideration that some people have at least two preferences. The coding and preferences of the interviewees are listed in the table below. Each interview took around one hour. The questions were about the motivations to use social media, motivations to follow different celebrities, motivations to purchase based on ads made by preferred

celebrities and how interviewees trust celebrities. The sampling was based on a snowball sampling technique and removing average people who did not have a specific orientation towards any of the celebrity account types. The final list of valid interviewees includes 15 individuals.

Interviewing SMEs' Owners

In-depth interviews were used for their vital benefits. Interviews enable interviewees to express their ideas without any ethical considerations like covert observation (Lipson, 1994). Also, in the case of covert observation, participants change their behaviours because they know they are observed (Lipson, 1994). Interviews are used for letting interviewees express their own ideas without any feelings of being threatened or being incentivised (Gubrium and Holstein, 2002). Interviews are best used with discourse analysis where the speaker is telling stories and giving examples from his own life experience (Hollway and Jefferson, 2000). Thus, in-depth interviews were used with SME owners to ask them to express their opinions and give examples as noted in the following sections. The aim of the interviews with SME owners was to discuss their points of view regarding the taxonomy, motivations to use social media, motivations to use Instagram and motivations to advertise with certain celebrities.

Interviewing Fans

The last phase of this research was to validate the findings from other phases and extend the findings of the framework developed in the literature. The taxonomy was validated and the extension was to understand the factors affecting the credibility and factors affecting purchasing behaviour.

Interview Guide

The interview methodology was based on the critical theory approach (Deetz, 1996). Critical theory is based on combining observation, and interviewing with reflection (Giroux, 1988). The aim of the critical theory approach is to challenge

assumptions in thinking and what is said by an interviewee. Examples are “Which social media do you prefer?” and “Why did you select this celebrity for your ads?” When the respondent says “I prefer Instagram” and another says “I prefer this celebrity because he is a comedian”, I ask them “Why not Facebook, it has the same features as Instagram such as X and Y?” and other “Why not the other celebrity like X, he is also a comedian?” By doing this, I challenged the assumptions behind the interviewees’ thoughts. Additionally, I let them watch their favourite celebrity doing an ad on social media, and asked fans, “Did you love this ad?”, “What is your motivation?” Also, I let them see other fans with other perspectives watching the same ad and asked them about their motivations. All of these constituted attempts to improve the reliability and the validity of the research.

Motivation questions are asked by using ‘why’ (Newman, 1957). In other words, in order to understand someone’s motivation for certain behaviours, the proper question to ask is ‘why’. The critical approach is used in the interviews by adding ‘Why not ...’ (e.g. Fleetwood, 2005; Easton, 2010). This is used mainly to motivate the interviewee to think about and criticise his/her thoughts (Maxwell, 1992). This is believed to be effective for putting the respondent into a justifying position to extend his thinking.

Question	Rationale
Why do you use Social Media for advertising your products? Why not TV or Radio?	To understand the benefits of social media and Instagram from the SME perspective. According to the Technology Acceptance Model (Delone and McLean, 1992), perceptions of benefits are the main drivers for adopting new technologies. Contrasts were drawn with competing methods such as TV as a traditional means versus social media and Facebook versus Instagram.
Why do you use Instagram? Why not other platforms such as Twitter or Facebook	
Why do you advertise through celebrities? Why not paid ads for example?	To understand the motivations and beliefs of the SMEs with regard to their behaviour in advertising through celebrities. Also, the aim is to list the benefits from their perspective.

Why do you advertise through this certain celebrity? Why not others like ...	<p>Firstly, this was to extend the framework by understanding the motivations for doing ads with certain celebrities</p> <p>Secondly, this was to understand the fitness between the SME's identity and the celebrity.</p> <p>Thirdly, the list of other celebrities included some of the celebrities classified as having the same personality traits by the Aaker framework and others who have different personalities. This was to validate the framework</p>
What do you base your selection of a specific celebrity on? What are criteria used?	This question was to validate the previous question from a different perspective, i.e. to understand the evaluation criteria and if there is any technique used in selecting and approaching celebrities.
Do you think this celebrity fits with your target market and with your products? Why and how?	This was to understand the relationship between each celebrity, an owner's identity and the target market. It is believed in the literature that this is critical for a successful social media campaign (Centeno and Wang, 2017). The question is to address why and how it can be critical.
Do you think your target market believes in your celebrity credibility?	This was to understand how different celebrity personalities can be credible, from SME owners' points of view.
What are the benefits you gain from this celebrity? Do you think it is worth doing this?	This was to measure satisfaction as an indicator of the effectiveness of the social media campaign.

Table 3.6.3.a Interview guide used with SMEs

Interview Guide with Fans

Twelve questions were used with participants. The target interview duration was an hour. Each question was allocated 5 minutes on average. The questions were guided based on the model reported in the literature section, as suggested in Rethie and Lewis (2003). The first 2 questions were warming up questions while the other 10 were mapped to the model as illustrated in the table below.

Table 3.6.3.b the reasons behind each question

Question	Rationale
Why do you use social media?	To understand the characteristics and motivations of each kind of customer who is a fan of different types of celebrity personalities.
Which social media do you prefer? Why not others such as Facebook and Instagram?	
Which of the following accounts do you prefer: sincere, sophisticated, rugged, competent or exciting? Definitions are listed based on the focus group results.	This was to validate the definitions proposed from the focus group in order to classify the fan. And finally, it was to see how the selection of any of the account personality types fitted with the selection of the preferred celebrity from the list of celebrities.
Which of the following celebrities do you actively follow? Examples are from the focus group.	This was to validate that the celebrity account preferred in the previous question fitted with the celebrity selected from the list. This was to validate the taxonomy developed in the focus group. The question was asked twice with different lists to assure the results were the same.
Which of the following celebrities do you actively follow? Examples are from focus group (other list of celebrities).	
Why do you follow these celebrities?	To understand the motivations to follow, as this can be reason for being influential (Bush et al., 2014) and can be a source of credibility (Tanner, A Maeng, 2012).
What are the common things about them?	To validate and to extend the attributes of each of the account personalities.

When you see an ad filmed by this celebrity (the celebrity he/she prefers to follow), will you buy the product advertised? Why?	To understand the credibility and reasons for buying with no guidance from the researcher. This assumption was made based on the argument that credibility is the leading factor influencing a decision to buy if a product in the ads is appealing (Wange et al., 2017).
If yes, what is your motivation to buy?	
Is it to explore or to live the same experience (imitating)?	To understand the motivation, with direction from the researcher.
If no, have you ever bought anything from social media ads? Who was the celebrity? Why did you do that? Was it to explore or to live the same experience (imitative)?	If the preferred celebrity is not doing any ads, the respondent had the option to select any other ads. The exploring behaviour was coded based on the motivation to discover new areas, places and products (Ozanne et al., 1992) whereas the motivation to imitate was coded based on living the same experience as the celebrity (Ruvio et al., 2013).
Did you trust this celebrity endorsement before you bought? Why did you trust him and not others?	To understand the trust factors being perceived. Trust was coded based on key words such as “I trust” (Tripp et al., 1994), “He knows very well” (Tschannen-Moran & Hoy, 2000), “”

3.7 Data Analysis

In regard to the text data that gathered from the answers of the interviews and focus groups, the researcher, through thematic analysis, analysed the comments and responses in order to extract some patterns. In details, Analysing qualitative data was nuance due to the problematic in collecting the responses in overt categories. Therefore, there was a requirement to apply the framework for thematic analysis which achieves two issues (i.e. flexibility and easiness) for use in analysing textual data. The framework of thematic analysis is divided into six stages (i.e. familiarising

with the collected data, generating initial coding, looking for potential patterns, highlighting the themes and finally report's writing) (Braun & Clarke, 2006). Identifying and describing the explicit and implicit thoughts impeded in the data and generating themes were key aims for thematic analysis. The researcher made transcripts through collecting the statements (opinions) of participants that were either told to the researcher when chatting with participants or were written on various websites and users' fora. Through scrupulous examination of the transcripts, the researcher was able to put the codes and themes and then categorised the themes. After that, the envisaged themes were assessed and a comparison with the themes in the existing literature took place (Braun & Clarke, 2006). It is worth noting that while doing thematic analysis, this study adopted an inductive approach in which it collected data from particular themes and then it tried to generalise the data. In other words, this study started gathering data from particular participants, the researcher examined if "any patterns emerge" that might indicate to relationships between the studied variables (Gray, 2009, p: 14). Based on the data collected from these specific cases and the emerged patterns, the researcher might tend to generalise, suggest relationships, and even develop theories. In relate to this study, Qualitative data, in particular interviews, are best analysed thematically. There are three coding approaches used together (Charmaz, 2006), as visualised in **Error! Reference source not found..** Open coding seeks to understand new themes and axial coding connects data between codes (Glaser and Strauss, 2009). Pre-defined coding searches for something already identified, using theory as a sensitising tool. Open and axial coding are used to discover new patterns and extend the framework.

For in-depth understanding, themes were used. Open coding was used to find the themes. Thus, manual coding was used firstly to identify themes when screening interview transcripts, then NVivo was used in an automated (selective) coding process. Themes were based on two criteria: the number of interviewees mentioning them and the amount of time that respondents devoted to them, reflecting their level of importance. Any theme repeated more than four times by respondents was selected for analysis (Dubois and Gadde, 2002), based on the sample size of 13 and 15 interviews with SME owners and fans, respectively.

For themes mentioned by fewer respondents, if three spotlighted a certain theme, it was considered for analysis only if they spent on average at least 10 minutes talking about it. The rationale was that the interviews averaged 60 minutes in duration and covered four main topics, which would thus occupy 15 minutes each on average. Ten minutes was considered significant in this context. If, however, only one or two interviewees mentioned a theme, it was not considered for analysis, even if they spent more than 10 minutes each talking about it.

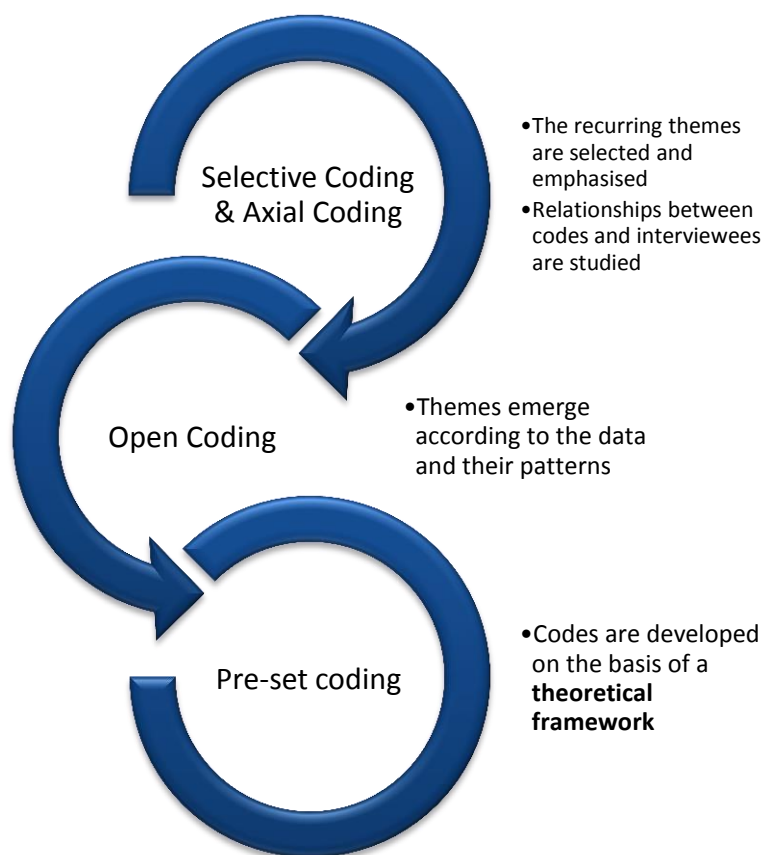


Figure 3-7 Themes used in the analysis

3.8 Research Quality

The quality of the research describes the process of ensuring that the results of this research are reliable and valid, as well as providing the data needed to address the research issue. There are different research quality criteria. This section summarises aspects of the five quality research criteria used in this study, and related aspects of the first four of which confidence, either side latter means the application of this

research in different places) any "susceptibility to circulate" . The four aspects used were reliability, validity, credibility and reflectivity.

Reliability refers to data generated when participants can be relied on to be honest in stating the facts and giving their points of view (Rossman and Rallis, 2003). This is important, because participants had to avoid False misrepresentation of what they believe information because they may feel threatened or under observation or shy about expressing their ideas frankly (Kirk & Miller, 1986). Accordingly, various measures were adopted, as discussed later, to ensure a safe environment for participants and circumstances in which they could speak freely.

The second issue, validity, relates to whether you understand what the participant wants to say correctly (King and Horrocks, 2010). Therefore, during interviews, respondents' responses were sometimes redrafted to make sure that the meaning they perceived matched the content they intended to convey.

Credibility is the third issue and refers to the degree of validity of written records of results and trustworthiness, with no errors in reporting notes or texts (Lincoln and Guba, 1985).

The final consideration is reflectivity, which can be interpreted as confidence in the derivation of a framework and that the rationale for interpretations of data is most appropriate for the intended purpose. Thus, using the literature, the various possible salient understandings of the facts for this study were evaluated, and the most meaningful way to classify celebrity interpretations was derived, along with the basis of selection, and the basis of credibility from the perspective of fans, and motivated buying from each one of them.

Table 3.8: Research Quality: Definition and Measure Used.

Research Quality	Definition	Measure used
Reliability	Participants are telling the truth and their discourse is	Asking the same question in different ways at different times.

	constant over time.	<p>Allowing SMEs and fans who refused to be recorded the chance to talk without recording.</p> <p>Showing a consent form to confirm that all data gathered are confidential and will not be shared with anyone.</p> <p>Trying to help them be relaxed.</p>
Validity	Ensuring that the understanding of the researcher matches that of participants.	Paraphrasing the answers and ensuring similar results.
Credibility	Ensuring that everything written is correct, truthful and trustworthy.	Consistency of reporting with few contradictions between findings by using a recorder and recording interviews, then checking transcripts.
Reflexivity	Ensuring that the researcher's understanding is correct and the interpretations are the most suitable in the context.	Evaluating different possible understandings of the facts using the literature review and different rationales.

3.8.1 Reliability

In the context of academic research, 'reliability is traditionally understood as a measure of the stability of respondents' responses, taking into account whether the same questions have been raised at different times (Zikmund, 2003). It is highly contextual and constantly changing depending on the influence of many factors. This dynamic nature of human behaviour can make it difficult to achieve consistency in qualitative studies (Gray, 2009).

However, in qualitative research, reliability can be seen as often being influenced by whether participants express the truth and say what they want to say. In other words, it was necessary for participants not to be under pressure leading to them telling me the wrong information, especially what they thought I wanted to hear. They needed to have the freedom to speak. I attempted to remove prejudice from the interviewees'

speech, as well as to ensure that participants felt they were not being cared for because they would not be wrongly liberated. The questions were rewritten in different ways at different times, to facilitate understanding and improve the chance of collecting good data. Participants confirmed that they understood that the collected data would be confidential and used for research purposes only.

3.8.2 Validity

In order to assert the quality of this study which applied a case study research strategy, construct validity, internal validity, and external validity were considered (Woodside and Wilson, 2003).

Construct validity is especially challenging when conducting a case study strategy due to the challenge of defining the variables being examined (Bryman, 2001). For instance, the challenge is how celebrities in Kuwait are defined, leaving the potential problem that the researcher will rely on his own personal judgements. Strengthening construct validity can be achieved through the following steps:

- Operationally delineating the concept of celebrities, fans, and SME managers from the beginning of the research and before beginning to collect the data (Yin, 1981).
- Creating a chain of evidence while collecting the data. This chain of evidence includes three consecutive phases: (1) collecting raw data from the respondents in the study; (2) creating a case record which includes organising, classifying and editing the collected data in order to compress it; and (3) writing a narrative about the case study. Through these steps, the case study approach is constructed properly (Yin, 1981).
- Considering feedback on the report from the participants. Through this step, the researcher makes sure that interpreting the data correctly reflects the ideas of participants rather than being unduly subjective (Yin, 1981).

Internal validity arises from the difficulty of making inferences from the collected data, when it is not possible to practically observe the phenomenon (Gray, 2009). That is to say, the researcher might indicate, from the collected data from the interviews, whether or not the existence of credibility criteria in Instagram accounts

leads to an increase in the use of services/products advertised by SME managers through celebrity accounts in order to achieve brand personality. However, this raises a query about the logic and accuracy of inferences. In order to avoid inaccurate inference, which is important in this study, Tellis (1997, p.15) indicated three ways of achieving safe inference i.e. “pattern matching, explanation building and time-series analysis”. This would increase internal validity in this study.

External Validity indicates the generalisability of the findings from a specific case study to the whole population. Indeed, one of the main challenges faced when constructing a case study research strategy is the matter of generalisability (Gray, 2009). For instance, in this study, to what level the researcher is capable of drawing conclusions about the positive adoption of celebrity accounts as brand personality by some SME companies and how this would lead to positive effects for all SME companies in Saudi Arabia.

That is to say, the findings in one case study might not be applicable to the whole population. This logic i.e. the inability to generalise the finding is supported by the fact that reality is relative and, hence, generalising one reality is not acceptable (Saunders et al., 2003). Furthermore, in this study, the researcher considers multiple case studies and, hence, this raises the problem of small-Ns as discussed by (Lieberson, 1991). The small-Ns or a small number of cases is a caveat for generalisability as it excludes the probabilistic measurement. More specifically, Lieberson (1991) indicated that propositions are either of deterministic nature i.e. if A happens, then B happens, or of probabilistic nature i.e. if A happens, the likelihood of B happening would increase. The challenge in small-Ns is this: measurement of a deterministic nature will take place as there is a small number of cases, while measurement of a probabilistic nature will be discarded. Consequently, Lieberson (1991) concluded that generalising from a small number of cases is a risky step as small-Ns cannot deal with interaction impacts between factors. For example, in this study, the researcher might find that using an Instagram celebrity account as brand personality leads to increased SME performance; however, there might be other SMEs where there is an adoption of Instagram celebrity accounts, yet the SME performance decreases. Or it might be that there are SMEs where there is high performance without the existence of any adoption of Instagram celebrity accounts.

Nevertheless, generalisability does exist in case studies, but the researcher should consider three points: (1) affording evidence regarding the fit of main traits between the sample and the population; if data about the whole population is not available, a caveat should be given regarding the perils of generalisability from specific case studies; (2) adopting systematic choices for cases for research. This, in turn, would enhance efforts to assert, if conceivable, that the selected cases are accurately reflecting the population rather than selecting case studies on the basis of convenience only; (3) replicating case studies a number of times in various circumstances would considerably increase the safety of generalising the findings (Yin, 2003b). More specifically, Yin (2003b) suggests replicating a study 3 to 4 times. In this study, it can be seen that the first condition, i.e. the availability of data for the whole population, cannot be attained through official Saudi websites. Regarding the matter of selecting case studies systematically, it can be seen that the researcher only selected a small number of SMEs out of 30,000 for the sampling frame and the selection is objectively based on convenience sampling rather than on the accurate representation of the whole population. Furthermore, regarding the matter of replicating the study, the researcher tended towards a cross-sectional study rather than a longitudinal study. Hence, it would not be appropriate to generalise the results to the whole population.

3.8.3 Credibility

In qualitative research, credibility is the degree to which the data can be conceived and validated (Lincoln and Guba, 1994). Credibility determines how results of the research match reality. Most suggest that there is no separate reality, rather that all individuals develop their own perspectives (Smith and Rajan, 2005), which means that from an interpretive point of view, a common understanding is built, and therefore there is no objective reality or reality to which the results of the study can be fixed.

To ensure the credibility of this research, all interviews were captured and saved as accurately as possible. The technique used was followed in an attempt to avoid incomplete data from being collected, by recording the interviews when the informant was happy for this to happen (Yin, 2013). In this way, as well as creating good

records for later analysis, the study design attempted to address the validity of the data collected by avoiding potential distortion or distortion of the comments cited (Yin, 2008).

3.8.4 Reflexivity

Reflectivity is usually a qualitative research component, as it is a particularly worthwhile strategy to enable qualitative researchers to support their practices (Finlay & Gough 2008; Yin, 2003a). This useful assessment development involves interviewing and measuring how behaviour, beliefs and attitudes influence the research situation, in particular the involvement of fieldwork and data analysis (Zikmund et al., 2003). In the specific context of the case study and interviews, there are various issues that need to be considered.

One of these problems is objectivity, given that reflexivity relies heavily on the individual experience of each corresponding case (Mortari, 2015). It has been asserted that the results of the use of this technique are not legitimate, since risks can occur because of the "interactive and subjective" nature of the specialist (Streubert Speziale & Carpenter, 2003). Instead, it can be said that cooperation between interviewees and interviewers is a tool that can be useful in effectively building interview questions and understanding answers during data collection (Gray, 2013). Gray (2009) discusses the importance of limiting the effects of the researcher in interpretative research through the suggestion that the researcher should organise attitudes and emotions and confrontations in interviews and give it precedence on it on its own. Apart from that, reflection is generally seen as inherent in the researcher's position in the research in terms of understanding and selection of cases (Yin, 2013b). Ultimately, the most important consequence of tension is the importance of seeking objectivity in the selection of cases and the interpretation of facts (such as texts and interviews).

3.9 Ethical Considerations

According to Webster's dictionary, ethics is described as "the conformance to the standards of conducts of a given profession or group" (Bhattacharjee, 2012, p. 137). This definition implies that the ethical standards that should be considered in

conducting qualitative research will probably vary based on the field of specialisation of the research or institution that supervises such research (Bhattacharjee, 2012). However, there are a number of commonly agreed ethical standards (i.e. disclosure, analyses and reporting, voluntary participation, harmlessness, and confidentiality) that have to be carefully addressed in conducting social studies (Bhattacharjee, 2012; Polonsky and Waller, 2005). These standards have, therefore, been considered in the current research as well.

In terms of voluntary participation and harmlessness, the respondents in the current study were assured that their participation in the interview and focus group was voluntary. In addition, the respondents were free to leave the interview/focus group at any time they wished; and their decision not to complete the session would not entail any negative consequences for them (Bhattacharjee, 2012). The respondents were further assured that they would not be harmed due to their decision to participate or not participate in this research (Bhattacharjee, 2012). The current study only targeted the participants who showed a willingness to complete the interview/focus group whilst those who were unwilling were precluded from the interview/focus group. It was also decided that only individuals over eighteen years of age would be allowed to participate.

Unlike longitudinal field studies, the nature of the current study as a cross-sectional study did not require further contact with the targeted respondents once they had filled in the study questions (Bhattacharjee, 2012). Therefore, there was no need at all to specify the given questions with the respondent who filled it. Furthermore, confidentiality has been taken into account in the current study as well. The researcher assured the respondents that the collected data would be confidential and would be used simply for the purposes of scientific research only (Bhattacharjee, 2012; Bryman and Bell, 2003).

Researchers are highly recommended to pay attention to disclosure as an important ethical standard in conducting social science research (Bhattacharjee, 2012). Disclosure normally requires researchers to provide the respondents with sufficient information explaining to them the nature and the aim of study which is targeted by the data collection process (Bhattacharjee, 2012). In line with Bhattacharjee's (2012) suggestions, such information is important as it has to be provided to potential

respondents prior to collecting of data so as to enable them to make a decision about whether to be a part or not be a part of the research. In the current study, the researcher explained to the respondents that the current survey is part of a PhD study examining the credibility criteria of celebrity Instagram accounts and factors affecting the selection of celebrity accounts on Instagram as brand personality amongst Kuwaiti SME managers. Such information included the researcher's e-mail address, phone number, and the name of the institution (my university) where this study was being conducted and such information was provided on the interview's cover page (see Appendix 1). As for the analyses and reporting standard, Bhattacharjee (2012) emphasised that the researcher should bear an ethical responsibility in presenting and analysing the data. Accordingly, a high degree of transparency must exist in the presentation of the yielded results even if such results are negative or are unlike the researcher's expectations and assumptions (Bhattacharjee, 2012).

There are a number of limitations faced the researcher during and after collecting and analysing the results.

Generally speaking, the researcher had dealt with five types of bias while doing his qualitative research which is based on interviews and focus groups (i.e. In qualitative marketing research, there are five major categories of bias: researcher bias, biased questions, biased answers, biased samples, and biased reporting) (Greenbaum, 1999, Collier, & Mahoney, 1996).

The research might be bias during the process of collecting the data and this; in turn, would adversely affect the quality and trustworthiness of the research. As such, the language style, facial expressions, and language of the body, level and type of the tone, and the way of dressing would breed a level of bias (Gill, Stewart, Treasure, & Chadwick, 2008). Likewise, the age, gender, and social status would lead to bias of the researcher; particularly in Kuwaiti Eastern culture where is an effect for power distance (social status and), gender (femininity and masculinity). Despite the fact that some bias does intrinsically unavoidable, the researcher had worked on controlling his physical influences (Gill et al., 2008). This is done through keeping himself as neutral as possible in terms of physical expressions (e.g. tone, facial expression, and

body language). Furthermore, the researcher tends to avoid imposing his will during the interviews or during the dealing with the focus groups.

In relate to bias questions, this type of question impacts the answers of the participants. Furthermore, the way in which the question is asked would result in bias. In order to avoid this type of biased questions, the researcher had worked on checking the guideline for biased questions and removed or rephrased them. As such, the researcher avoided the questions that suggest the way in which answers should be. In other words, biased questions tend to put the words in the mouths of the participants. Thus, instead of saying “using social media as a marketing platform would increase the performance of your company, what do you think?”, the researcher worked on making the question neutral through asking about : “what is your view about using social media as marketing platform?”. Moreover, the researcher tends to make the questions direct, overt, simple, and concrete questions so as to minimise misunderstanding.

In regard to biased answers, these types of bias are resulted of doing partially true statement or totally untrue statement that impact and skew answers and mask the truth. Interestingly, an untrue statement could be intentional or unintentional. It doesn't matter; it is bias and occurs for distinctive reasons. Biased answered that faced the researcher are consistency bias, which took place when the interviewees tended to make their answers consistent with each other. In other words, participant's previous statement impacts later statements, even though one of the statements may be untrue. In order to solve this issue, the researcher asked for clarification. Another related type of biased answers is called the dominant respondent bias, which faces the researcher in the focus groups. In this type, some participants have dominance over the others and start taking the whole time and manifesting their knowledge, showing energy, and attractiveness, as well as expertise and charisma to do them dominant. In order to tackle this issue, the researcher tended to interfere and let the time distributed equally amongst the participants.

Also, one of the biased answers is called error bias which is the result of the fact that respondents do not make inaccurate statements. In order to tackle this type of error, the researcher made crosscheck data (Tong, Sainsbury, & Craig, 2007). Researcher Acceptance Bias is another type of answered bias. In this type, some respondents

provided answers to please the researcher. Respondents interpret what they believe the researcher wants to hear and their answers may be false (Gray, 2009). When answers don't ring true, the researcher challenge them in a friendly way without reveal too much about him. In addition, in case of mode bias, which is one of the answered biases, some respondents were in an extreme mood state and they provided answers that reflect their mood which were angry or pessimistic answers (Saunders et al., 2003). Furthermore, some participants tend to give busy executives may provide short, curt, harried answers. In order to tackle this issue, the researcher tends to check for mood state and assess answers (Gray, 2013).

Biased of sample is another type of bias that is faced by the researcher. It consists of respondents who don't represent the group of interest. In other words, the wrong people might be interviewed (Patton, 2005). A main reason for biased sample is the weak screening in respondents. In order to fix this issue, the researcher tended to select 50 participants then to screen out those who do not fit (Mehra, 2002).

Finally, the research had dealt with biased recording through keeping an open mentality through understanding that beliefs, experiences, culture, views, state of mind, feelings, wishes, attitudes, reference, error, and personality can bias analysis and reporting. In order to limit this type of biased, the researcher embraced objectivity (Collier, & Mahoney, 1996). Furthermore, the researcher consulted his supervisors when doing data analysis in order to get different perspectives, which would reduce the level of skewness in the results.

3.10 Summary

This chapter examines the research design for this study. As such, it explores the following issues in the research (i.e. philosophy, approach, strategy, data collection tool, sampling methods, data analysis, data quality, and ethical considerations). In Section 3.2, this study examined various types of research philosophy (interpretivist, positivist, and critical) and concluded that this study is interpretivist based on justifications related to logical, ontological, epistemological, and axiological considerations. Then, Section 3.3 highlighted the difference between the deductive and indicative approach and affirms the use of the inductive approach as it starts from exploring particular events rather than testing hypotheses. After that, Section

3.4 examined various research strategies (i.e. survey, ethnography, grounded theory, and case study) and then explained the rationale for selecting case study as the research strategy. Next, Section 3.5 analysed two types of data collection tool adopted in this study (i.e. secondary data collection tool and primary data collection instruments, including focus group and interviews). After that, Section 3.6 focused on the technical issues of sampling (population, sampling frame, sample type, and sample size), while Section 3.7 examined methods of data analysis including thematic analysis and codification. In Section 3.8, this research examined points of reliability, validity, credibility, and reflexivity in order to identify the factors that increase quality and trustworthiness of research. Then, Section 3.9 focused on the main ethical considerations followed in this study (i.e. disclosure, analyses and reporting, voluntary participation, harmlessness, and confidentiality).

In summary, based on the Onion research design of Saunders et al. (2003), the design of this qualitative research is: an interpretivist philosophy, inductive approach, case study as the research strategy, cross-sectional time horizon, and secondary as well as primary (interview and focus group) data collection tools.

4 Developing Celebrity Accounts Taxonomy

4.1 Introduction

This chapter explores the findings from data collected from focus groups about celebrity accounts. These findings are divided into five themes (sincerity, competence, sophistication, excitement, and ruggedness). Celebrity accounts in each category are found to have the particular celebrity's characteristics, face/shape, topics and voice tone. The results from the two focus groups are contrasted and matched. Only shared results and accounts are reported in this chapter. Other themes or accounts not addressed by the only one focus group are addressed. Also, any point of view that was not supported by the majority of participants is not considered as a result from the focus group. The findings of this chapter achieve one of the objectives of this study (i.e. using Aaker's conceptual model (1997) to classify various Instagram accounts according to their brand personality, within the domain of Kuwait, into five distinct categories).

4.2 Findings

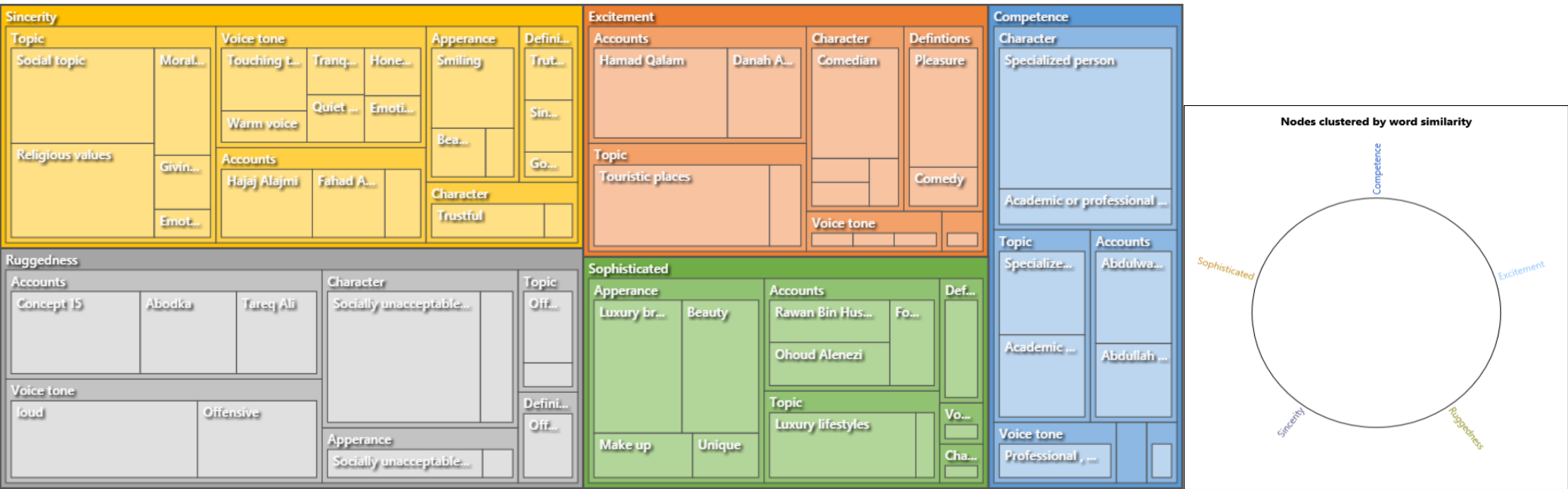
There were five main themes, i.e. account personalities, based on Aaker's model. They were sincerity, competence, sophistication, ruggedness and excitement. After coding the interviews using Nvivo, the main sub themes which emerged for each theme were the character of the celebrity, his/her appearance, topics covered, voice tone used and represented accounts (Welsh, 2002, May).

The words in these different accounts were analysed and contrasted using Nvivo; it showed that words used for sincerity were completely opposite to excitement and competence (Wysong, Beldona, Munch, & Kleiser, 2012). Indeed, as a detailed analysis will show later, sincerity accounts use a calm and relaxed voice tone whereas excited ones use an enthusiastic tone (Wysong et al., 2012). Moreover, topics and character used for sincerity were opposite to competence because sincere characters and topics were linked to more religious and social individuals and topics whereas competent characters and topics were more professional and specialised (Richards, 1999). Also sophistication and ruggedness were completely

opposite in terms of character, tone and topics. Whereas the sophisticated character was elegant, organised and stylish, the rugged character was disorganised, offensive and spoke loudly (Schreurs, Druart, Proost, & De Witte, 2009).

The hierarchical analysis using Nvivo which map themes and sub-themes as boxes with size reflecting the number of codes was really interesting as it showed that sincere accounts were always perceived by topic, competence was mostly perceived by character, but sophistication was mostly perceived by appearance (Schreurs et al., 2009). This reflects the meaning of each, while sincerity and competence were dominated by topic with the celebrity character showing professionalism, the appearance of a sophisticated celebrity was perceived by their elegance, luxury lifestyle and beauty (Schreurs et al., 2009). Just as sophistication was widely linked with appearance, ruggedness was perceived to be linked to a loud voice and tone to reflect offensive and abusive language used as a distinguishing feature. Finally, excitement accounts were also led by topic while the tone did not play an important role in identifying the accounts.

Figure 4.2: Instagram of Celebrities in this study (i.e. Accounts, Character, and Topic)



4.2.1 Sincerity

The word sincerity has been defined and recognised as relating to good faith, sincerity and trustfulness. Indeed, these words have some references to Kuwaitis and are related mainly to religion. These accounts reflect calmness, honesty and closeness to family and friends and also spreading and disseminating societal values.

"I believe sincerity accounts are demonstrated by religious accounts. I feel safety, honesty and closeness when I follow religious accounts." FB1

Indeed, in the first focus group, 5 of the participants strongly agreed while others did not show any rejection of this definition of the accounts. Indeed, this was also reflected in their selection of the accounts which were entitled 'Sincerity'.

Likewise, in the second focus group, a similar definition emerged and was accepted by participants.

"Sincerity accounts – I think all accounts that are talking about social and family relationships are sincere. As far as I am concerned, most of them are religious and Islamic accounts." FG 2.8

It was interesting to get an in-depth understanding of the characteristics of 'sincerity accounts' from the perspective of Kuwaiti people. I addressed issues like how the typical account owner looks, his tone in speaking, topics covered on the channel and the presenter/celebrity character.

Figure 4.2.1: Sincerity: Instagram of Celebrities in this study (i.e. Accounts, Character, and Topic)

Character: Religious and Trustful

As found in the two focus groups, the main common themes for all opinions on the sincerity account were the religiousness and trustfulness of the celebrity. Religiousness is seen as indicative of the trust, empathy, calmness, and honesty. Being religious and conservative were seen as the main factors for referring to a person and his account as being sincere.

"You know, because we are Arabs, we still believe that religious character is the main source of safety and trust." FG1.3

Likewise, in the second focus group, the main common and accepted theme relating to a sincere celebrity character was a religious character expressed through the use of religious quotes.

"Sincerity accounts always remind us of God, using quotations from Qu'ran and Hadith which touch the heart." FG1.6

The other sincere character criterion identified was being trustful. It was assumed that the character would give the impression of trust and faithfulness because sincerity affects the soul, and also produces relief. Without trust, there is no meaning in religiousness.

"I feel safe and I trust in him. This affects my soul." FG1.5

"This, in fact, produces relief and thus it should be trusted." FG1.2

"All of these values from these channels made me feel trust in them." FG2.4

"I trust these celebrities." FG2.6

Appearance: Bearded, Smiling and Modest Fashion

A character being bearded and smiling was perceived to be more peaceful and comfortable. The reason for this is linked to the belief that the 'bear' is a religious

symbol and the smile is a message of peace. In Kuwaiti culture, being religious would mean that you are honest and trustworthy.

"You know because we are a Muslim community, a bearded person who is always smiling is always believed and trusted. I do feel that personally. I feel he never lies; you always feel safety and honesty in his words."

FG1. 2

Smiling was also seen as an important sign of sincerity and trust. It was noted by different members in both focus groups that smiling is important for trust, relaxation and tranquillity.

"He talks sincerely having a face which inspires tranquility and a fantastic smile." FG1.1

"A smile and a quiet voice address emotions directly." FG2.5

"Hajaj's face is so calm and relaxing. He is bearded and always smiling."
FG2.8

Indeed, clothes were also discussed. Besides using religious clothes, luxury clothes were not considered an indicator of an honest man.

"Honesty means someone who is talking from heart... Can you imagine somebody who is talking about giving to the poor and he is wearing very expensive clothes? This does not make sense!" FG 2.5

Topics: Religious, Moral, Social and Emotional Topics

The key topics covered were mainly religious and social values. Values found in these kinds of accounts are mainly social and religious values. Topics covered by these accounts foster traditional, social and religious values.

"When I listen to somebody who says Allah says or the Prophet says, I feel safe and I trust in him. This affects my soul." FG1.5

Indeed, social values and religious values are always noted together. As seen in the analysis, participants always mixed the two to reflect how religious celebrities usually used religious books for improving and reinforcing social values.

"Holy Qu'ran verses, Hadiths and social values are considered sincere matters which lead to psychological relief." FG1.4

"Religious and social values are the key – friendship, mercy and peace between people. All of these values from these channels made me feel trust in them." FG2.8

"Sincerely, when the discussion topic is about something relating to social, emotional and religious matters." FG2.2

Indeed, what is interesting here is the connection between reinforcing social values and the feeling of relaxation. This can be understood in of the sense that preserving the status quo of society can be a source of relaxation while challenging social values can be seen as offensive or unacceptable, at least not relaxing and trustful.

"Advice and reinforcing the values are a source of confidence and sincerity." FG2.4

The connection is seen clearly in the following debate. Even though the celebrity shows connection and social and family values, she was not accepted by members as representing a sincerity account because she *"smashes the social values"*

FG2.1: *"I also want to add Noha. She is always taking pictures with her families and friends."*

FG2.2: *"I may disagree with FG2.1. She **does not wear conservative** and Islamic clothes. **Her fashion is unvirtuous!** She is going out until late with her friends. This is not accepted in our society."*

FG2.1: *"I am sorry I meant she is close to her family and friends."*

FG2.2: *"I totally disagree with you! She **smashes the social values.**"*

Voice Tone: Touching Hearts, Warmth, Honesty and Quiet Speech

Members of both focus groups agreed that the sound of speakers on 'sincerity' accounts are mainly quiet and talk slowly. The words always come from the heart in a calm tone with a relaxed voice.

"I feel sincerity is soft and warm voices." FG1.6

"Sincerity accounts – always the celebrity has warmth and a voice from the heart." FG 2.7

Touching people's hearts can be achieved by using religious words while talking slowly and in a tranquil way.

"Using quotations from Qu'ran and Hadith which touch the heart." FG1.6

In talking from the heart, an honest message is delivered. Once a celebrity is able to give the perception that he is talking from the heart, an audience feels he is honest and therefore feels more relaxed about what he is talking about.

"Honesty, it means someone who is talking from heart." FG 2.5

"I do that personally. I feel he never lies; you always feel safety and honesty in his words." FG1.2

Key Accounts Selected

There were two main accounts agreed upon by participants to reflect this category. They were Hajaj Alajmy and Fahad El Beshara. Hajaj Alajmy was perceived as a religious man, advising people, smiling, bearded, mentioning the Qu'ran and speeches of the Messenger, and he had a promising message. He has 1.7 million followers. All members in the two focus groups selected Hajaj as a model of sincerity. Fahad El Bashara has a clear vision, is always smiling, religious, adopting the Qu'ran and Hadith in his words, reminding people of religious values. He has 670,000 followers. All except two members of the two focus groups classed him as having a 'sincerity' account; the two who did not did not know the account. By applying the framework, it can be shown that the most perceived theme is the topic (religious topic). Indeed, this validates the results found at the beginning of the section that the most important aspect of a sincerity account is topic followed by appearance. As can be seen, smiling, as a sub-theme of appearance was noted more than once for both celebrities' accounts.

4.2.2 Competence

A competence account is defined in this research as a specialised account with a specialised celebrity who has academic or professional status to impress his followers using his specialised knowledge.

“Competency should be in situations when people are in need of advice and guidance like for medicine and nutrition.” FG1.1

A competence account is defined by a celebrity’s character, his/her appearance and voice tone, and topics discussed on the account. The main thing here is professionalism and the specialisation of the account in terms of character, appearance, tone and topics.

Although competence accounts are more about ‘advising people’ on specialised topics, the main thing noted here is the character of the celebrity. As seen in the hierarchical analysis below, about one third of the quotations and text covered the character of the celebrity. This can be understood in terms of the fact that, in order to accept specialised information, the background, academic or professional status of the celebrity is critical, even more so than the topics discussed. Voice tones and appearance seem to be less notable than for other accounts because the voice and appearance are not the characteristics that can express the professionalism of the person, in comparison with the celebrity’s education and professional status, at least for Kuwaiti people.

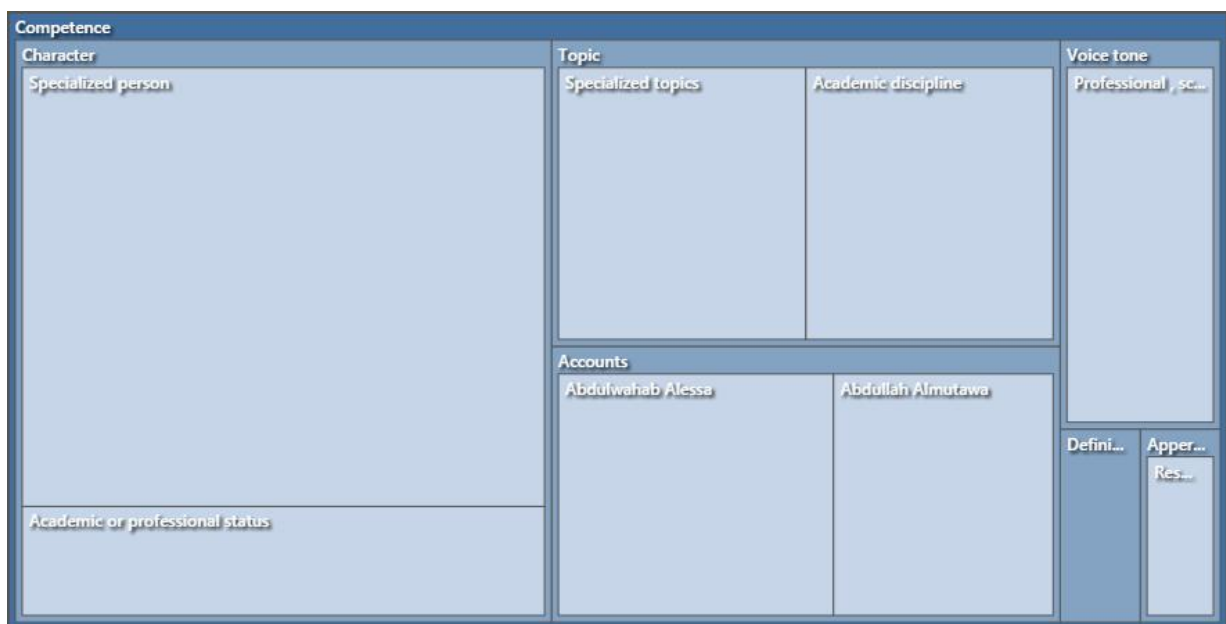
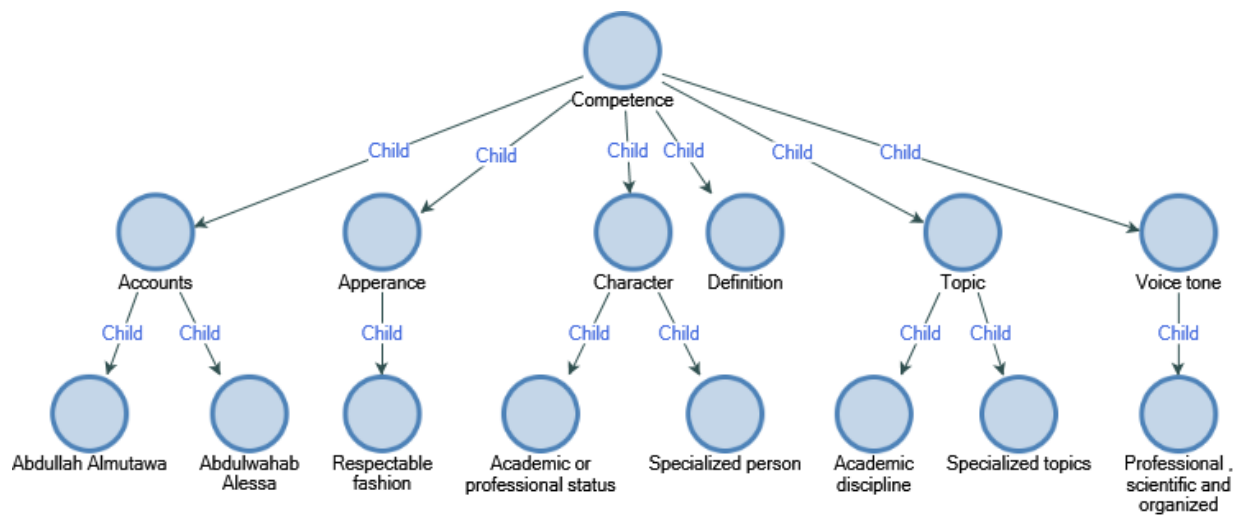


Figure 4.2.2: Competence: Instagram of Celebrities in this study (i.e. Accounts, Character, and Topic)

Character: Specialised – Professional or Academic

These accounts are dominated by celebrities with academic or professional experience especially physicians, nutritionists and lawyers.

"Sure, he should be expert in his area." FG1.3

As their main capitalSuch celebrities' communication skills, their knowledge and their ability to show their knowledge are critical to the audience.

"A speaker should know what he is talking about. He should be excellent in it." FG1.6

"I believe the competence celebrity knows the topic which he is talking about and is distinguished in it." FG 2.8

The ability to show knowledge to convince the audience can be presented through a specialism and using academic or professional evidence to support an argument. The most important criteria for character are to show specialism and professionalism. In the Kuwaiti community, it appears from the data that individuals who address a number of different topics are not seen as professional; but seen as dodgy, distrustful and incompetent.

"The speaker here should be competent, not an impersonator." FG1.2

*"The speaker should be specialised. This means specialised; talking on different topics out of his own topic means he is **incompetent**. I distrust these accounts. They are **dodgy** accounts." FG1. 8*

*"I agree with FG2.8. Additionally, **I disbelieve** those who are talking randomly about anything and do not know what they are talking about." FG2.7*

Indeed, when a dentist talks about nutrition, it seemed to participants to be dodgy and not specialised and it was disregarded.

"I entirely disagree in regard to Mohammad Al-Safi because he is a person impersonating the character of a physician of nutrition and he is a dentist in addition to giving false advice." FG1.7

Using professional and academic supporting evidence is perceived to be important for convincing the Kuwaiti audience. Indeed, one celebrity is rejected because she does not support her arguments based on professional experience whereas one .tlighted because he is using professional and academic evidencecelebrity is spo

"Hanan is an amateur, not a specialist." FG2.7

"Abdullah Al-Mutawa, because he is a specialist and knows the topic he is talking about; in addition, he support his discussion with studies and experience." FG2.4

Indeed, being excellent is a subjective thing. An impression can be created psychologically by using references and citations to demonstrate knowledge to people.

"The celebrity supports his speech with scientific studies for credibility."

FG 2.5

Appearance: Respectable Professional Fashion

In order to be classified as 'competent', participants judged that a celebrity should wear his/her professional clothes reflecting his/her job or at least wear formal clothing. This point was not covered extensively, though. Only one participant noted it in relation to a competence account. This seems to show that appearance is not a big factor for Kuwaiti people when they follow competence accounts. The only thing mentioned here was that his appearance was perceived to influence his/her followers. In other words, wearing something unusual like shorts was considered unacceptable for a professional person.

"I am not interested in how fantastic his clothes are. I believe he should wear formal respectable fashion." FG1.7

Topics: Specialised and Academic Driven Topics

Specialisation was addressed in the focus groups in terms of nutrition, policy, law and technology. As long as the topic can be saturated with references and professional evidence, it was considered and regarded as a sign of a 'competence' account.

"Politics and media are topics of competency." FG1.5

Regardless of whether a topic was science or not, the perception here was that the definition of a competent account is that the speaker is talking about something that has academic or professional status. Science, to Kuwaiti people, is something with references and evidence.

"Details with references and supporting ideas with scientific studies are critical for believing in this account." FG2.3

"Yes, ideas should be saturated by evidence." FG2.1

Moreover, some topics were still perceived as not being areas of specialisation, and therefore not areas of competency, such as 'make-up' topics. It seemed to participants that such accounts were sophisticated accounts rather than being competent accounts.

"Make-up is a fashion account; I have not seen anybody who has a PhD in something like fashion. It is a trend more than a science." FG1.6

Voice Tone: Professional, Scientific and Organised

Here the celebrity needed to convince the viewer that he/she has the power of knowledge which can be used to influence his/her follower using citations, references and studies or his/her own professional experience.

"Details with references and supporting ideas with scientific studies are critical for believing in this account." FG2.3

Also, the tone of voice should be presented to give a sense of the scientific nature of the arguments. It should use proper Arabic language with a proper organisation of the topic and details of the ideas create the hale of the speaker.

"I disbelieve those who are talking randomly about anything and do not know what they are talking about." FG 2.7

Key Accounts Selected

Two accounts were seen by participants to represent and be fully aligned with this theme – Abdullah El-Mutau and Abdullwahab Al-Issa. Abdullah El Mutaaw:

"He is a nutritionist and he has a PhD. He devotes his account extensively to helping people to improve their health".

He had full acceptance from all participants in the two focus groups and he has 297,000 followers. Abdullwahab Al-Issa was described as:

"a respectable politician. He has a PhD in politics and he only talks about political analysis".

Also he received full acceptance from all participants in the two focus groups. He has 190,000 followers.

When participants were asked why they selected these individuals, their descriptions showed that being specialised was the most notable reason (i.e. the character). Topic (i.e. specialised topics) was the second most noted reason. This also validates the framework developed in understanding competence accounts. The most perceived and noted issue for this type of account is the character of the presenter, then the topic discussed.

4.2.3 Sophisticated

Sophisticated accounts are defined by three main keywords: luxury, elegance and beauty. This was how participants defined it in the focus groups.

“Wearing the big name brands expresses sophistication and elegance.”

FG1.2

“Sophisticated for me means clothes, red carpet, luxury hotels and beauty.” FG2.7

“Beauty and wearing luxury clothes and elegance stand for sophistication.” FG2.1

The sophisticated accounts were, as shown in the hierarchical analysis, mainly defined by the appearance of the celebrity more than anything else. Character and voice were rarely noted by the participants in the focus group. However, ‘topics’ came after appearance as being a critical element after appearance while character and voice were not noticed by participants.

‘Appearance’ for a celebrity account is dominated by luxury brands and the physical beauty and attractiveness of the celebrity. There were two themes describing ‘appearance’, namely the make-up used by the celebrity and his/her uniqueness. However, these two themes were less noticed than the former ones. Thus, the dominating ‘topics’ are about luxury lifestyles and sometimes women’s ‘make-up’. The main significant characteristic for the character was stylishness and the voice needs to reflect the elegant style.

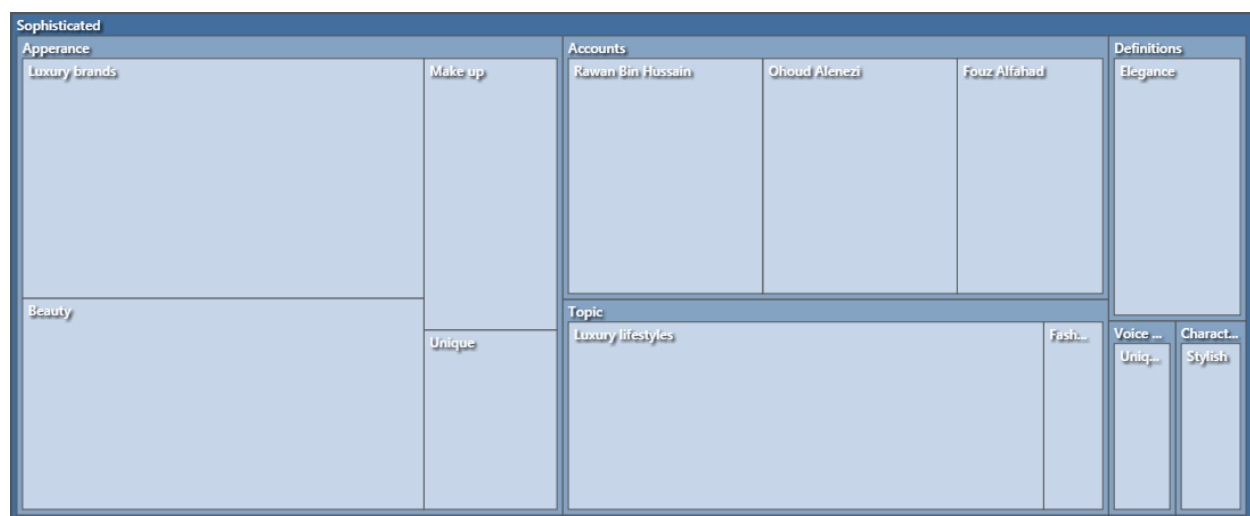
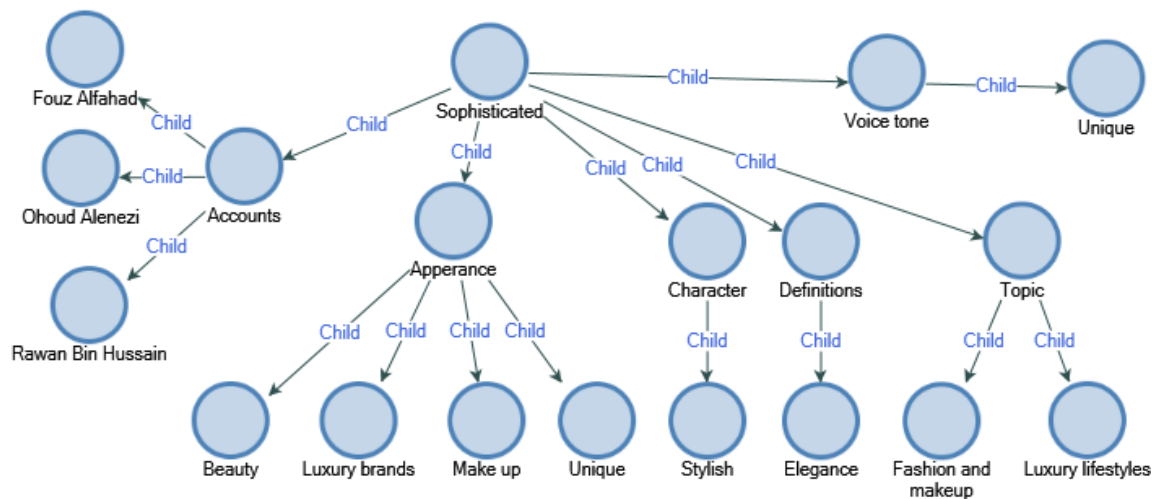


Figure 4.2.3: Sophisticated: Instagram of Celebrities in this study (i.e. Accounts, Character, and Topic)

Character: Stylish

Although participants rarely addressed the character of the sophisticated celebrities, the main themes were being stylish and unique. Such celebrities were [perceived as travelling a lot and doing things which are unaffordable to most persons. They were perceived as being very elegant and wearing top brands and using luxury brands, but not necessary being intelligent or competent.

*"They are very **stylish** and **unique**."* FG1.8

"They are always travelling worldwide and they stay in the most expensive hotels." FG2.3

"Travel and the latest hotels and luxurious cars express elegance." FG1.6

*"The man's appearance looks **precious externally**, but it is empty internally."* FG2.6

*"Ohoud and Fouz are persons of splendour and **their touristic trips** have a high level of luxury."* FG2.5

Appearance: Luxury Brand, Beauty and Attractiveness, Uniqueness and Make-Up

Usually these celebrities are attractive in terms of physical shape and they usually put on elegant make-up which is clear but not too much. Elegance is represented by their clothes which are usually very expensive. The main themes noticed in the appearance of the sophisticated accounts were wearing "luxury clothes" and the "beauty and attractiveness" of the celebrities. These were found to be the criteria for defining a sophisticated celebrity.

*"**Beauty** and **wearing** luxury clothes and elegance stand for sophistication."* FG2.1

The most repeated sub-theme for sophisticated accounts in general and the appearance theme in particular was luxury brands. Luxury brands for Kuwaiti people are unaffordable to normal individuals and are expensive brands. Participants even used luxury brands to justify the selection of celebrities.

"They usually wear the most expensive brands." FG1.7

*"Wearing the **big name brands** expresses sophistication and elegance."* FG1.2

*"I would like to add that Rawan always goes to the **most luxurious restaurants** and wears the **most luxurious dresses**."* FG1.8

*"His clothes are **very expensive**. I know these brands. One unit of them can **cost more than 1000 KD**."* FG2.2

Beauty comes next. Participants rationalised the selection of celebrities based on their physical beauty.

*"But the most prominent among them are Ohoud Al Enezi, Rawan Bin Hussain and Fouz Al-Fahad because they are **very beautiful and elegant**."* FG1.4

*"The people whom you have mentioned, are really **beautiful**."* FG1.2:

*"She is the **most beautiful** one among them."* FG1.6

Beauty was always linked with elegance and uniqueness. In other words, if somebody is of normal physical beauty, he/she was not perceived to be qualified to be a sophisticated celebrity. In other words, beauty, elegance and uniqueness were always used to describe individuals for sophisticated accounts.

"I greatly trust in the tact of Ohoud and Rawan as their elegance is the evidence of their distinction." FG2.6:

*"Ohoud Al Enezi and Rawan Bin Hussain are **beautiful**, elegant and tactful."* FG2.1

"Fouz Al Fahad can be included with them as she is very tactful and elegant." FG2.4

Because 'beauty' was perceived as being one of the key elements of sophisticated celebrities, women were most nominated for these accounts. Therefore, 'make-up' was considered an issue; participants felt that elegant make-up fitted with luxury fashion as presented by sophisticated celebrities.

*"Elegance is applying **make-up** demurely and not exaggeratedly."* FG1.4

*"Way of **using the make-up** and way of talking..."* FG2.8

*"Yes, ladies always putting **on fantastic make-up**; not too much and not too little."* FG 2.4

Topics: Luxury Lifestyle and Fashion

These accounts focus mainly on the latest fashion trends, luxury cars, and most expensive hotels and restaurants and also ads for luxury brands.

“Sophisticated accounts, for me, are mainly specialised in super cars, luxury hotels and restaurants.” FG2.7

“I follow some sophisticated accounts; they are specialised in fashion trends and make-up.” FG1.5

Therefore, luxury product companies use them to make ads on their accounts.

“They have made advertisements for international brands such as Carte and Shoebard.” FG1.2

“She has also made propaganda/advertisements for international brands.” FG1.6

“Ohoud Al Enezi and Rawan Bin Hussain are beautiful, elegant and tactful. They have made propaganda/advertisements for international brands.” FG2.1

Sound/Tone

These celebrities have a unique style of talking and unique accents. They mix their words to impress viewers and the way they talk some English reflects how their elegance is quite different to that of the average Kuwaiti person.

“They are usually mixing languages, Arabic and English. But you feel they are really elegant and they select their words carefully to be very stylish.”

“Way of using make-up and way of talking...” FG2.8

Representative Account

The two focus groups were fully agreed on the three accounts to represent this theme. They were Ohoud El Onazy, Fooz El Fahid and Rawan Bin Hussien. Ohoud El Onazy is a model and always talking about the best and most expensive brands. She is followed by 1 million followers. Fooz El Fahid, as noted by participants, is very elegant and she has a unique way of expressing her views about international brands. She is followed by 1.5 million people. Rawan Bin Hussien, as described by participants, is studying in the UK. She visits the most expensive places in the UK. She has 1.5 million views. The main rationalisation for selecting these accounts was the celebrities' appearance (beauty) and their luxury lifestyles. This is very aligned

with the results of the framework in that the most notable thing for these kinds of accounts is appearance and luxury lifestyle.

4.2.4 Excitement

The word excitement was defined in the minds of participants to be represented by youth, fun, entertainment and happiness. It was perceived to be linked to new adventures and travelling for the sake of exploring exciting and new areas. These accounts express a youth style with a focus on freedom. In other words, they represent open minds and not a dogmatic mentality. Also they were not perceived as being not affected by luxury.

“This is the account whose audience appreciates pleasure: travel, entertaining, restaurants, enjoyable topics.” FG2.3

The definition can be summarised into two main keywords: comedy and pleasure. These two concepts are highly correlated and integrated.

“Comedy in the networking sites is pleasure.” FG1.2

“We agreed that travelling, visiting touristic places, comedy and excitement produce pleasure.” FG1.4

Indeed, Kuwaiti people believe that pleasure comes from travelling and exploring new areas and new attractive places.

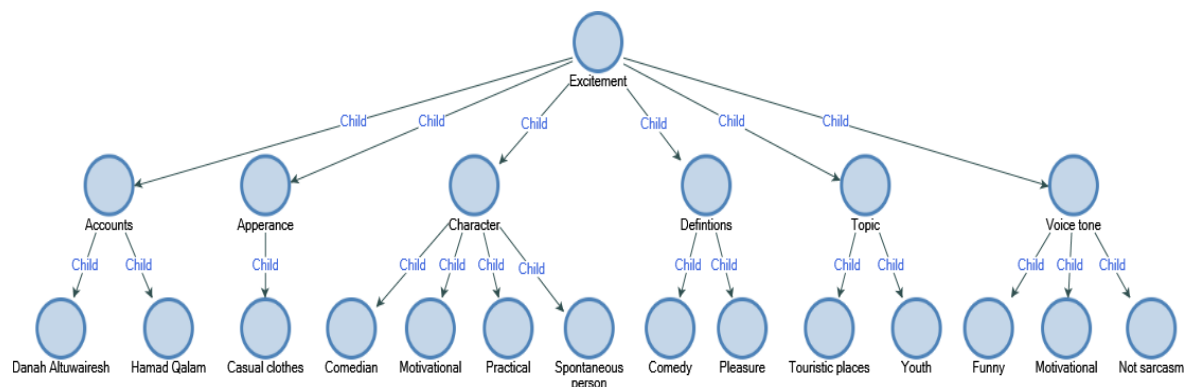
“Also, visiting touristic places such as restaurants, clubs and complexes is considered pleasure.” FG1.3

Indeed, the definition of pleasure in Kuwait is bound only by fun activities and actions which are not offensive to anybody. Otherwise, they are not seen as excitement and would be classified as ruggedness.

“But it is important to be something socially accepted without sarcasm or being offensive to anybody or any person in order to not be outside the definition of pleasure.” FG2.4

Since excitement accounts are led by pleasure, the topics covered by the accounts as well as the character of the celebrity were main things of significance noted by participants, based on the hierarchical analysis below. Also, the voice and the appearance of the celebrity were not seen as important factors. They were rarely noted by participants, compared to topic and character.

Excitement as a characteristic was determined by four main criteria: comedian, motivational, spontaneous, and practical. Indeed, being a comedian was the most noted factor whereas being practical was the least noted demonstrating that sense of humour is a key element in understanding the concept of pleasure. Topics are led mainly by exploring new areas and travelling but not talking much about youth issues because travelling topics were far more prominent than youth issue topics. Although these topics were hardly apparent, ‘excitement’ account celebrities have youthful voices and are motivational and their fashion style is casual and not expensive.



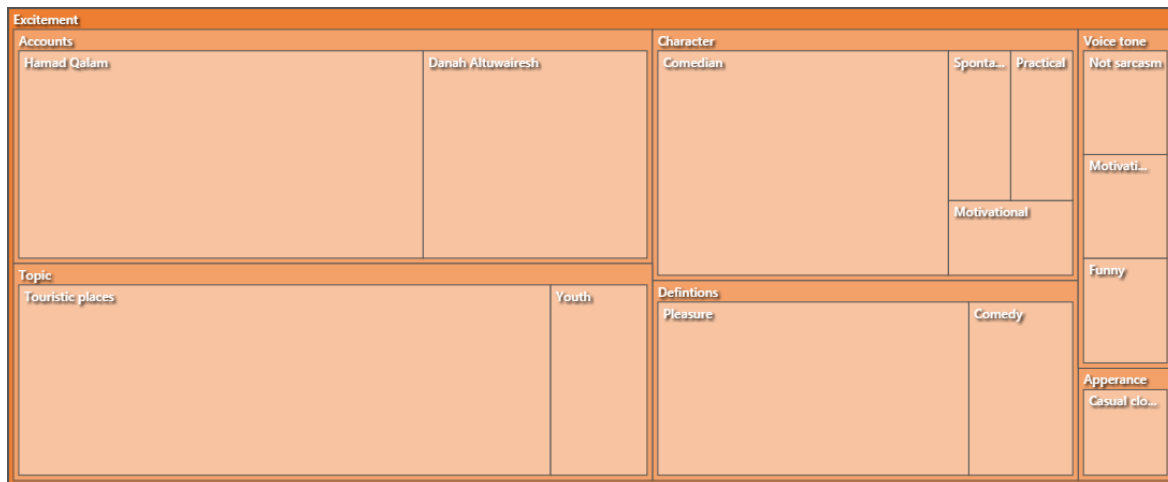


Figure 4.2.4: Excitement: Instagram of Celebrities in this study (i.e. Accounts, Character, and Topic)

Character

These are enthusiastic celebrities with a sense of humour and they love adventures and new experiences. Their accounts are about inspiration, travelling and adventures while exploring new things in different places around the world.

"I believe these accounts are more practical, funny and motivational." FG1.3

"... comedian and funny accounts." FG2.5

The most commonly noted thing about 'excitement' celebrities was that they are comedians.

"The accounts are comedic and funny." FG1.6

"He is a comedian and I enjoy following up." FG1.4

"Hamad Al-Qalam travels frequently and is a comedian and enjoyable while discussing topics." FG1. 5

"Faisal is a comedian." FG1.4

Also being spontaneous in terms of actions differentiated these celebrities significantly from sophisticated celebrities who also travel a lot. However, travelling for excitement was perceived to involve enjoyment and going to cheap hotels. The aim is to discover new places and adventures.

"The spontaneous movement and non-expensive travel produce pleasure."

FG1.5

Appearance: Casual Style and Cheerful

These accounts are dominated by practical youth who are always smiling and wearing colourful and casual clothes. They are not wearing noticeably expensive clothes like the sophisticated celebrities. Their lifestyle focuses more on happiness and enjoyment.

"Hamad, for example, I think he is the best example for that. He is always smiling at all times and is always cheerful." FG1.1

"These celebrities are quite different from sophisticated accounts; they are more practical and wear normal and casual clothes, unlike the sophisticated celebrities who always wear noticeable and expensive clothes." FG2.6

Topics: Tourist Places and Youth Issues.

The dominant topics in these accounts are comedy, youth and adventure. Because all of the celebrities noticed by the two focus groups are young, topics are generally youth relevant. However, each celebrity takes a particular theme within the scope of excitement such as travelling and discovering accounts. Some of them focus mainly on their daily blogs which are full of adventures in different places and countries.

"As far as I am concerned, all of these celebrities here are focusing only on youth, their problems and their lifestyle." FG1.8

The main distinguishing features of these accounts are discussing and exploring new tourist areas.

"Exciting accounts are also for those who travel a lot. I love to follow his account to see and watch his experiences in different countries and in different places." FG2.7

This criterion is often used to describe excitement accounts. What was really interesting was the conjunction between travel and words like pleasure, comedian and enjoyment.

*"Hamad Qalam he **travels** a lot! He is **comedian** and I **enjoy** following up." FG1.4*

*"Hamad Al-Qalam **travels** frequently and is a **comedian** and **enjoyable** while discussing topics." FG1. 5*

*"Hamad Al-Qalam and Danah Al-Tuwairesh are **enjoyable** in discussing topics. Also, they visit **tourist** places frequently as such visits are **interesting**." FG1.6*

*"Exciting accounts are also for those who **travel** a lot. I love to follow his account to see and watch his experiences in different countries and in different places." FG2.7*

*"Hamad Al-Al-Qalam and Omar Al-Othman **travel** and visit tourist places frequently as this produces **pleasure**." FG2.1*

*"Hamad Al-Al-Qalam and Danah Al-Tuwairesh because they represent a **touristic** interface for Kuwait, restaurants, malls and gardens." FG2.8*

Voice Tone

The tone here is more motivational for discovering and exploring new places. A motivational tone is used mainly for adventure and exploration. However, being funny and sense of humour were central themes for these celebrities. Moreover, there are accounts which mix between motivational and funny tones. Moreover, they usually use English expressions in their videos.

Key Accounts Selected

All members of the two focus groups agreed on two accounts. They were the accounts of Hamada Qalim and Dana El Tawerish. Dana has more than 1.6 million followers and Hamad Qalim has 800K followers.

"Hamed Qalim and Dana El Tawerish are exciting and enjoy their topics. They are always travelling everywhere. Their travels are very interesting."

The most notable theme for rationalising picking these two accounts was the topics covered (tourist places). Other things, which were less important, were character (e.g. being a comedian). This validates the framework which suggested that the most notable and perceived theme for excitement accounts is the topic.

4.2.5 Ruggedness

These accounts are dominated by offensive celebrities. They intentionally use offensive and tough language as a way of expressing themselves. Furthermore, they use loud voices with offensive language. Roughly all of these accounts in Kuwait are male dominated. The main audience for them is young people.

"They are also using abusive words. I consider this as rugged because the community is not accustomed to such abusive words." FG1.3

"Not respecting people's points of view or thinking." FG 2.1

"These celebrities are always insulting others; friends, other celebrities. They do not care about anything." FG2.5

According to the hierarchical analysis, the most notable theme for these accounts is the voice, being loud and offensive. It seems in Kuwaiti culture, a loud voice, sarcasm, insulting others and being offensive constitutes the concept of ruggedness. Besides the voice, the character was also noted roughly as much as the voice. Adopting a socially unacceptable lifestyle was the main factor noted for these accounts. Finally, it seems topics and appearance were not as significant as the former factors. It seems these accounts are dominated by disorganised and unidentified clear theme except insulting others and using abusive words to attack each other.

Therefore, the voice tone theme is determined by two factors: a loud voice and using offensive slang. The main factor to define the characters is that they behave in a socially unacceptable way. This is also reflected in their appearance which is

dominated by wearing socially unacceptable clothes. All of that is reflected in the main topic theme which is offensive and abusive dialectics to attack each other.

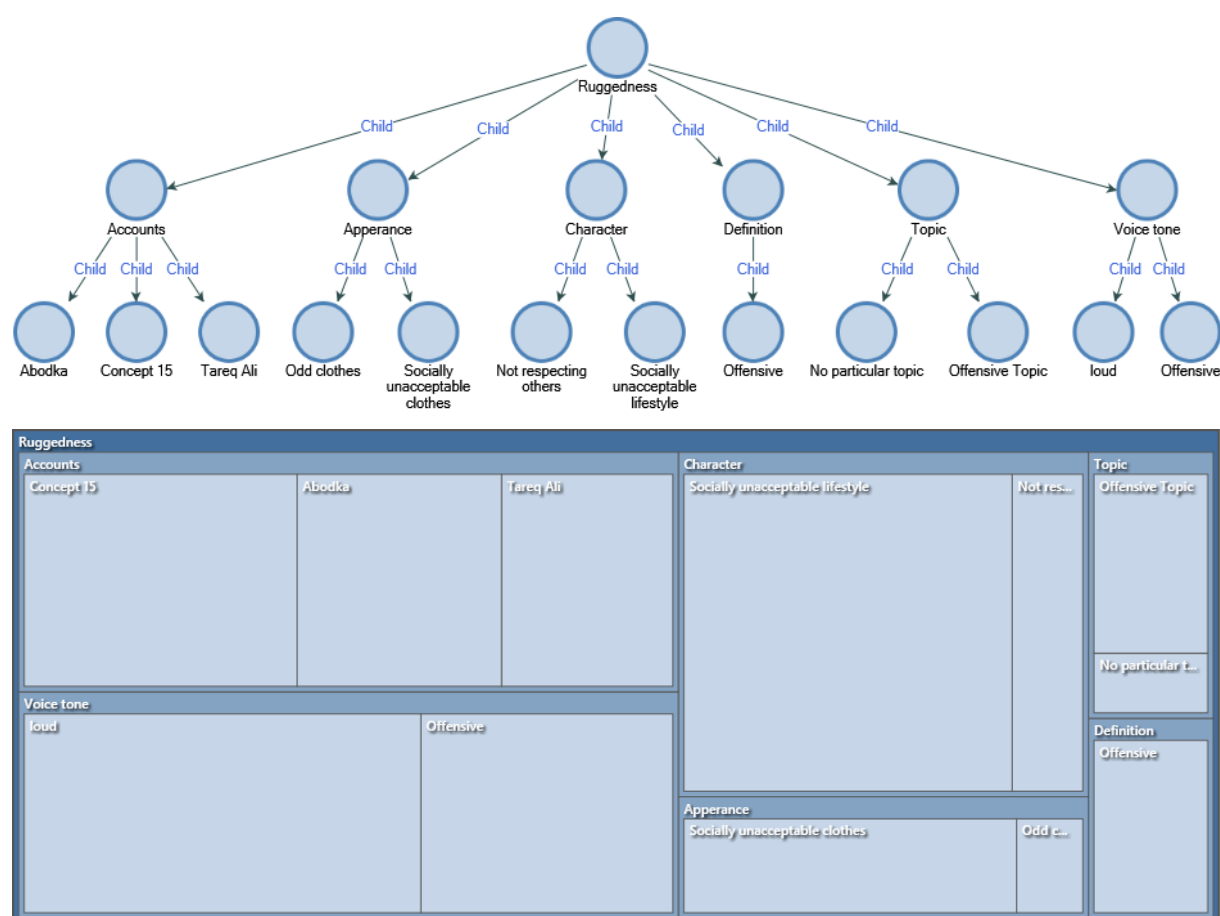


Figure 4.2.5: ruggedness: Instagram of Celebrities in this study (i.e. Accounts, Character, and Topic)

Character: Socially Unacceptable Lifestyle and Not Respecting Others

Tough celebrities use offensive language and offensive ways to express their ideas, and have savage attitudes and behaviours that can be seen as being negative by normal viewers, even though they are followed by many young people. The most notable thing in their savage behaviour is their eating. Their way of eating was noted as being socially unacceptable.

"He is not organised in addition to his way of eating."

"They are eating in a savage way. Disgusting!" FG2.4

"Also, it is reflected in their way of eating. It represents a very important matter because it reflects the social status." FG.1.4

"I can't follow Abodka because of his way in eating which causes me to vomit." FG1.7

"...and eating in a barbaric way." FG2.3

Moreover, they adopt a sarcastic approach to represent their ideas. Their sarcasm can be directed at society in the general or at specific people or institutions. It seems they don't care about anyone's feelings.

"These celebrities are always insulting others; friends, other celebrities. They do not care about anything." FG2.5

It seems and was noted also by some respondents that these celebrities intentionally adopt this character to attract their followers.

"I met 'Concept' in the last summer and was very rude more than what you imagine and deliberately cultivates ruggedness to attract followers." FG2.8

Appearance: Socially Unacceptable and Odd Clothes

Such celebrities wear odd clothes to differentiate themselves. Their clothes seem to represent something in their personalities in terms of how they want to show others how wild and strange they are. They wear western clothes with violent motifs and tight clothes that seem to be offensive in Kuwaiti culture.

*"I know they are always **wearing odd** clothes to **differentiate themselves**."* FG2.7

*"Some of these celebrities are wearing very tight pants!! **It is really nasty!!**"* FG1.8

*"wears in **contradiction to the habits**"* FG1.7

*"Rugged celebrities wear **rude clothes**."* FG2.3

*"The evidence is that one day he **wore hijab (scarf) as a means of mocking women**."* FG1.7

*"Rugged celebrities wear **clothes** and eat **in a barbaric way**."* FG2.3

Topics: Offensive and No Particular Themes for the Topics

The topics for these accounts are usually driven by non-message or content. The contents always insult or to attack somebody either verbally or physically. There is no clear message in terms of what they are trying to convey. Videos seem to be for entertainment by insulting others. Thus, they do not have a clear theme in their topics except being offensive and insulting people.

"I do not think they have a particular topic or idea in their videos." FG1.3

"No clear theme; to be honest; I think it is about something in anything!"

"Not respecting people's points of view or thinking" FG2.1

"His voice is aloud and he doesn't respect the followers." FG1.6

"These celebrities are always insulting others; friends, other celebrities.

They do not care about anything." FG2.5

"Tarek Al-Ali: the other one has a loud voice and beats his friends during filming." FG2.4

These topics, as seen in the quotation above, are always accompanied by a loud voice as will be discussed in the next section.

Sound/Tone

The voice tone of these celebrities is loud and abusive. This language may appeal to teens in expressing their points of view in a savage way.

Loud voice

'Loud voice' was identified as being the main thing here. Participants always referred to ruggedness as being characterised by a 'loud voice'. Also, when they described rugged accounts, they always mentioned and referred to the loudness of the voice. For instance, when someone described Tarek Al Ali as having a rugged account, the first thing he mentioned was the loudness of his voice.

"Tarek Al-Ali has the highest voice on social media sites." FG2.5

The same comment was made by other participants, always attaching the name of the account with the 'loudness' of the voice.

"His voice is loud and he beats people." FG1.5

"These celebrities are speaking loudly which causes annoyance." FG1.1

"His voice is loud." FG1.3

"Abodka has a loud voice." FG1.7

Abusive words

Also, these accounts were described as using abusive words. Offensive slang is often used in these accounts to reflect their uniqueness and in order to attract an audience.

"Yes, they are also using abusive words. I consider this as something rugged because the community is not accustomed to such abusive words." FG.1.3

"They use offensive language which is odd to the society." FG1.5

"... Concept's words are abusive." FG2.6

Loud voice and abusive

The most common theme here is the connection between a loud voice and abusive words. As mentioned before, Kuwaiti culture perceives that using a loud voice is offensiveness. Indeed, as seen from the participants, a normal voice tone is low and a loud voice means someone is being impolite and offensive. Therefore, it was been found that using a loud voice is always considered to be offensive as is using abusive language to insult others.

"These celebrities have a loud voice and use abusive words." FG2.4

"Tarek Al-Ali has a loud voice, while Concept's words are abusive."

FG2.6

"Concept is impolite and his voice is loud." FG1.8

"His voice is loud and he beats people." FG1.5

"His voice is loud and he doesn't respect the followers." FG1.6

“‘Concept’ and Tarek Al-Ali – the first one deliberately generates excitement to attract followers; the other one has a loud voice and beats his friends during filming.” FG2.4

Key Accounts Selected

All participants in the two focus groups fully agreed on Tarek Al Ali, Concept 15 and Abud as being appropriate account to represent ruggedness. Tarek Al Ali has more than 1.7 million followers. His voice is high and loud, he is offensive, use his hands a lot to gesture, is intolerant of differences and tough in his videos. Concept 15 is perceived as offensive, uses offensive language, racism, is odd and disrespectful of community values. He has 194K viewers. He is a chef in a restaurant. Finally, Abud is disorganised, barbaric, outrageous, dirty and tough. He has 406K followers.

The most distinctive feature of these accounts was the socially unacceptable lifestyle (appearance). Voice came next demonstrating that an offensive and loud voice was considered a major characteristics to qualify the account to be considered rugged. This result is aligned with the framework in demonstrating that ruggedness accounts are notable mainly for the appearance and voice of the celebrities.

Thus, based on using NVIVO, celebrity taxonomy was developed. This relates to the motivation and selection criteria which are based on Aakar’s taxonomy, for selecting a particular Instagram platform and the selection process for choosing a celebrity on it. It can be said that people are highly motivated and influenced to make effective buying decisions when they build up trust and faith in celebrities. People follow celebrity accounts and become their fans when they find that they have similar approaches and styles to the celebrities (Meske & Stieglitz, 2013). They somewhat relate themselves with the celebrities whom they find more attractive. Motivations to follow a particular celebrity account and becoming engaged with a brand reflect the trust and faith the fans have in the celebrities. Whatever products celebrities use tend to have a huge impact on fans’ choices and preferences thereby influencing their buying decisions.

Hence it can be said that social media advertisements and the nature of the celebrities affect the perceptions and buying intentions of customers (Nummelin et

al., 2015). Thus SMEs in Kuwait must use this technique effectively to attract more consumers in the market. The motivations to use social media and selection criteria for selecting social media are addressed in terms of market acceptance of social media and social media's distinctive characteristics. The selection criteria for a social media platform are based on the motivations. Market acceptance of social media found in this study is similar to that identified in the literature in terms of popularity and mimicking competitors (Meske & Stieglitz, 2013).

But this research is unique in adding an extra dimension to include the effectiveness of targeting the required market in terms of psychological and behavioural aspects, and also the perception of ease and the speed of creating a campaign and the perception of the speed at which an impact can be seen. Since social media marketing techniques have replaced the traditional marketing techniques, SMEs tend to adopt social media channels to promote their products and create brand awareness among potential customers in the market (Begel and Zimmermann, 2010). The interactions between people have widely been facilitated due to the emergence of social media. People surf the Internet and are connected with other people through social media. They use mobile phones especially for staying in touch with celebrities as well as other people whenever they want to. Interactivity through social media is another characteristic noted in the literature in terms of number of interactions (Nummelin et al., 2015). What is new, however, is the ability of the social media celebrity ads to increase an SME's ability to have direct and engaged communication with customers. Additionally, what has been newly found in terms of interactivity is that followers can be referred, thus, numbers of followers can be increased on an SME's page. The third dimension is richness of content, as noted in the literature.

It is concluded that social media celebrities play a very significant and important role in promoting the products of SMEs and enhancing brand reputation across the market. Since celebrities are renowned and familiar faces and are followed by many individuals, SMEs tend to choose such popular celebrity faces so that their products become very popular among the huge number of online customers thereby increasing their brand recognition. In Kuwait, national TV channels are not very

predominant. However, social media usage is flourishing in the country and, as a result; the total number of users of social media in Kuwait is increasing day by day to a considerable extent. SMEs in Kuwait thus prefer to use social media as an effective marketing tool to promote their products and services broadly before the targeted audience worldwide. Through the evaluations made, the researcher states that social media channels are used as a strong communication channel to help Kuwaiti SMEs to send important product and company related messages and information to all the targeted customers in the market.

Hence SMEs are considered to be senders of messages and the receivers are the targeted customers who receive the information via the celebrities. The receivers (customers) tend to interpret the messages being conveyed to them on social media. Also the behaviours and traits of the celebrities are also observed, analysed and understood by the targeted audience and accordingly their buying preferences are influenced. The research question intended for this research study is again evaluated effectively in order to reflect upon how the Instagram accounts of different celebrity personalities build up a close connection between audience credibility and SMEs in Kuwait. To evaluate the exact concept of this research question, the researcher has divided it into two distinctive halves. In the first half, the relationship between the celebrities and the SMEs has been analysed and described and in the second half, the relationship between the targeted audience and the celebrities chosen has been closely observed. The celebrities are selected by the SMEs by acknowledging and observing their characteristics, capabilities and potentialities to engage more customers with the brand. This indicates that the celebrities' behaviours and approaches are the key factors on which SMEs depend for their brand promotion. On the other hand, a strong relationship between the celebrities and the customers builds up when the messages and behaviour of the celebrities impress the customers. Their buying perceptions and brand loyalty are influenced by the motivation of celebrity personalities. The research aim of this study simply focuses upon highlighting how the celebrity selection process of SMEs can be improved and audience credibility can be increased. Celebrity taxonomy is classified as sincerity, competence, excitement, sophisticated and ruggedness. The fan followers of the celebrities judge their personalities through their voice tones,

toughness, appearance, topics discussed and character. It has been shown that Kuwaiti SMEs are taking professional consultation advice extensively to select the appropriate celebrities who have the capability to attract more potential customers to the brand through their influence. When the customer find the celebrities and their messages as well as approaches attractive, then they feel motivated and are convinced to become connected with a brand. The findings related to the five different characteristics of the human personality comply well with the situational theory, and based on the motivations, customers' purchases are influenced. The language that the celebrities speak, their clothes, their accents, lifestyles, etc. tend to impact upon customers' minds and thoughts. Each fan or customer has his or her own distinctive perceptions, nature and characteristics which, if matched with the celebrities, highly motivate them to purchase products (Zamudio, 2016). The different research objectives decided by the researcher for deriving effective and fruitful outcomes are described in an in-depth manner. The perspectives of the fans and the SME managers are acknowledged and observed to define the credibility criteria for every celebrity account.

4.3 Summary

This chapter has achieved one of the objectives of this study as follows: in order to examine the collected data about celebrity accounts on Instagram within Kuwait, this study divided the gathered data into five themes and these themes reflect factors mentioned in Aaker's conceptual model (1997). These categories are sincerity, competence, sophistication, excitement, and ruggedness. Furthermore, this study has identified new factors upon which celebrity accounts can be judged. These new factors are character, face/shape, topics and voice tone in celebrity accounts.

Thus, the accounts were classified, as in Aaker's framework, into sincerity, excitement, sophistication, ruggedness, and competence. Sincerity accounts lean towards religious and social values whereas ruggedness accounts are weird and demonstrate values different to those of society. Competence accounts are for specialised people whereas sophisticated accounts are for celebrities who adopt a luxury lifestyle. Finally, excitement accounts are for those who are enthusiastic and travel to different and new places.

Indeed, due to the nature of celebrity accounts on social media, this research adds extra dimensions to classify social media celebrity accounts which differ from those in Aaker's framework. On the one hand, Aaker's framework is used to classify pictures without voices or topics. The framework has mainly been used to classify colours and characteristics of pictures used in ads. On the other hand, social media celebrity accounts which have ads with SMEs represent people with unique identities which are reflected in their characters, topics discussed, what they wear and how they look, and how they speak. Thus, the dimensions found for classifying accounts are character of the celebrity, appearance of the celebrity, topics discussed by the celebrity and voice tone of the celebrity.

The next two chapters validate and extend this chapter's framework. Then, the implications of this classification will be discussed in term of SME decision-making on creating ads through different accounts and in terms of the individuals who buy from these ads.

Table4.3: Theme, character, appreance, topics, voice of Celebrity on Instagram in Kuwait.

Theme	Character	Appearanc e	Topics	Voice	Key Accounts
Sincerity	Religious, calm and peaceful.	Always smiling and with calm faces.	Family, social and religious values.	Touching the heart and soft	@hajajalajmi @pstv_kw
Competenc e	Profession al or academic character. Specialised in a certain profession.	Profession al clothes.	Profession al topics including nutritionists and law.	Profession al and well organised.	@dr_abdullah_ almutawa @_abdulwahab —
Sophisticate	Very stylish	Very	Make-up,	Unique	@ahoodalenzi_

d	and unique. Wearing very expensive clothes and with an expensive lifestyle.	expensive clothes and elegant make-up.	fashion and trends.	style of talking and accent. Mixing Arabic and English languages.	@rawanm binhussain @therealfouz
Excitement	Comedians who love adventure and travelling.	Normal but casual clothes.	Tourism, exploration and travelling.	Comedians , enthusiasm and action.	@7amadqalam @daneeda_t
Ruggedness	Offensive and savage.	Odd, wired and against social values.	Offensive and sarcastic topics.	Offensive, loud and abusive.	@3bodka @tareq_al_ali @concept15

5 Motivations to Advertise Using Different Social Media Celebrities

This chapter aims to tackle one of the objectives mentioned in Chapter 1 of this study. As such, it explores the factors that delineate the adoption of social media accounts (Instagram accounts) amongst SME managers within the domain of Kuwait. Moreover, it applies Aakar Brand Personality Approach to identify and analyse the key points of differentiation in relation to relevant theories and concepts. Furthermore, as SME managers pursue a connection between their products/services and the Instagram account of a celebrity to establish a personality character for their products/services, pinpointing the personality of a particular social media account (i.e. Instagram account of a celebrity) makes it essential to know the basis upon which SME managers are attracted.

In order to tackle these objectives, this chapter is divided into three sections. Section 5.2.1 explores motivations to advertise on social media in general. Then, Section 5.2.2 analyses market acceptance of social media as a promotional channel by examining issues of popularity, effectiveness in targeting the markets and perceived usefulness of using social media as a marketing tool. Next, in Section 5.2.3, the technical characteristics of using social media as a promotional channel are investigated. These technical characteristics include (i.e. availability, interactivity and criteria for selecting celebrities on social media).

Because the main point of using social media is the ability to target a message effectively to a certain audience, the motivations to use different celebrities relate to the wish to address different audiences. Not only that, but also the message conveyed by each celebrity is different to fit in with the audience and be consistent with the celebrity theme in his/her social media channel. In other words, each celebrity has his/her own way of conveying trust to his/her own audience. The advertisement message should be consistent with his/her way of sending a message. Other methods are found to be basis of selection, these arise from a consultant's advice about selecting between celebrities, matching with the SME owners' values and matching with the target market. The main expected contribution

of this research chapter is the introduction of a new framework for understanding SMEs' steps in selecting a communication channel and the role of a celebrity in the communication channels.



Figure 5-1 Chapter findings

<i>Celebrity Account</i>	<i>Sector</i>	<i>Code</i>
<i>Excitement</i>	Family Restaurant	ExRF-1
	Chocolate Restaurant	ExRC-2
	Health Clinic	ExH-3
<i>Sincerity</i>	Disserts Restaurant	SiRD-1
	Disserts Restaurant	SiRD-2
	Nursery	SiN-3
<i>Competence</i>	Supplements	CS-1
	Healthy Food	CHF-2
	Coffee Shop	CCS- 3
<i>Ruggedness</i>	Folk Restaurant	RRF-1
	Car Wash	RCW-2
<i>Sophistication</i>	Perfume Shop	SP-1
	Fashion	SP-2

Table 5 List of interviewees

5.1.1 Motivations to Advertise on Social Media

In the literature, the main motivational factors for using social media are that it is cheap (Nummelin, 2015), there is a current social media trend (Meske & Stieglitz, 2013), improved communication and collaboration (Nummelin, 2015), credibility for the product (Spy et al., 2011) and credibility for the SMEs (Dwivedi and Johnson, 2013). This research has found different results in some cases and similar ones in others. The price of social media ads in Kuwait is not cheap compared to traditional media; the price of an ad is 2500 GBP to 7000 GBP. Thus, being cheap was not perceived as being one of the motivations. This research contributes by classifying the motivation factors into market acceptance of the channel and the characteristics of a channel, as illustrated in **Error! Reference source not found..** The market acceptance criteria for the channel are perceived according to its popularity, whether it is often used by young people, effective in the delivering the promotional message, and used by competitors and other SMEs.

SME	Market Acceptance			Social Media Characteristics		
	Popularity	Effectiveness	Mimicking others (Social media trend)	Availability	Rich Context	Interactivity (communication and collaboration)
ExRF-1	✓	✓		✓		✓
ExRC-2	✓	✓		✓	✓	✓
ExH-3	✓	✓	✓	✓	✓	
SiRD-1	✓	✓		✓	✓	
SiRD-2	✓	✓	✓	✓		

<i>SiN-3</i>	✓	✓		✓	✓	✓
<i>CS-1</i>	✓	✓			✓	
<i>CHF-2</i>	✓			✓		
<i>CCS-3</i>		✓	✓	✓		✓
<i>RRF-1</i>	✓	✓				✓
<i>RCW-2</i>		✓		✓		
<i>SP-1</i>	✓		✓			
<i>SP-2</i>	✓	✓	✓	✓		✓

Table 5.1.1. Motivations to advertise on social media

The other motivation to use SME lies in the characteristics of a channel which can be perceived to give an edge to advertising over traditional channels. These characteristics include the richness of its contents in terms of visual and auditory contents, interactivity (i.e. improvement of communication and collaboration with potential customers) and availability of its contents for a long time.

5.1.2 Market Acceptance of Social Media as a Promotional Channel

Market acceptance motivation is defined in this research as involving customer and competitor related perspectives from the perspectives of SMEs. These factors involve the perceptions of SMEs about the popularity of social media with a targeted population, perceptions about the effectiveness of using this social media with the potential population and perceptions about competitors' usage. Indeed, the popularity and effectiveness of the use of social media are not the same thing. For instance, it is the case that Twitter is popular but is not perceived by celebrities to be effective in targeting the target market. Twitter is perceived by SMEs as being for people who are using it for political and news reasons not for buying reasons. Thus, it may be a popular social media platform but would not necessarily be effective, at least from an SME's perspective for advertising.

Popularity

The first and most notable reason for selecting social media for conveying an SME's promotional messages is its popularity. Popularity is defined as how much it is used by the public in general. The other available options for SMEs as a promotional channel are TV or Newspapers. However, respondents showed that the popularity of social media is higher than those traditional channels. This was noted for all types of businesses interviewed ranging from healthy food to perfume and a car wash. This is the main motivation for them to use social media instead of conventional channels.

“You know I have tried the newspapers before. I noticed nobody reads them nowadays. The response was almost null. When I used Instagram, my business becomes well known.” ExH-3

“I would not say 90%; it is more than 99% of people in Kuwait are using social media. Everybody of all ages and different genders are using social media every day and night.” SiRD-1

Indeed, it was noted that social media attracts different ages. This in turn would increase the benefits of brand when using social media as while many people stopped reading papers, considerable people tend to use social media including Instagram as mentioned by ExH-3. This is compatible with the literature. In the light of Heere's comments (2010), brands have prestige functions which acknowledge the dignity and choices of the customers thereby satisfying their needs. Thus consumers may experience brand prestige and the values created which can increase the success of the firms. The businesses can thus enhance their competitive image across the entire market. As discussed by Govers (2013), brand promotion done through high profile personalities on social media can prove to be an effective promotional strategy for increasing the value of firms thereby having a strong impact on customers. Thus, in Kuwait, using celebrities' Instagram accounts for promoting the products sold by SMEs can develop a firm brand identity and drive consumer interest towards certain brands effectively. These are the ways in which firms can attract more and more customers in the market.

However, it seems the youth are more engaged with it than older people. As noted in the literature, millennials are using social media extensively (Sango, 2010). That is why SMEs use it to target young people.

*“In the gulf countries and in Kuwait in particular, roughly all the youth are using Instagram. I do not know any person **of my age who does** not use social media. Even in Ramadan, I never watch TV. I spend most of my time on Instagram.”* CS-1

“Newspapers are only read by people more than 50 years old. They are not our target. My target is the youth who spend all day using social media.” EXH-3

*“Because social media is well known and by virtually everybody **targeted in my business**, we rely heavily on it as the main promotional channel.”* ExRF-1

“Here in the Kuwait, nobody watches the TV. I do not think any of my generation watch the TV or even buy a newspaper. Nowadays, all of us are following news and entertainment by following celebrities and fans online.” CHF-2

This matches the findings of the literature review that are discussed in this study. This is the era when technology is highly appreciated and this era has become decentralised by prosumer culture whereby consumers have the strength and right to judge any particular product or services through social media (Kietzmann, Hermkens McCarthy & Silvestre, 2011). For this particular reason, traditional marketing has become obsolete. In this modern world, consumers shared their self-brand perspectives and opinions. Toffler and Alvin (1980) relate consumers in society with industrial phenomena and, as society has progressed towards a post industrial zone, these consumers may be termed pro-consumers since they can easily state and judge any kind of service through their own basic perception (Connell, 2011). In this sense, it is the case that, in this generation, consumers are self-empowered by media; these people

don't have to be pushed or motivated for any kind of services. In this modern day of prosumerism, consumers are highly aligned with brand stories through online platforms and this is why they are so upgraded in this case. It has also become a challenge for advertisers to think of new ways to promote services and goods.

Effectiveness in Targeting the Market

Unlike the other traditional promotional channels, one of the main reasons for selecting social media is its effectiveness. Effectiveness is defined as the level of realising the expected outcomes (Dean and Sharfman, 1996; Scott, 2015). Effectiveness here means the ability to reach the targeted market easily; the targeted audience is affected by it enormously, and the speed of doing a promotional campaign is a factor too. The first aspect, the ability to target the market more effectively, was perceived by 5 interviewees.

“Our marketing research reports show that social media attracts our targets from the youth effectively. That is why we always put social media at the top of our promotional channels.” SiRD-2

In other words, by way of example, mothers can be targeted by approaching celebrities who are talking about mothers and children. That is why it has been noted that social media is 'direct advertising' which enables SMEs to target their target market more effectively. Thus, it can be seen that using social media in advertisement would increase the association to the brand as duly mentioned by the literature. These advertisements on social media tend to remain deeply embedded in consumers' minds and thus they do not switch over to any other brand. It is a key point to assert that brands are associated with reflecting a positive image so that consumers feel attracted to them and can relate to them (Schau et al., 2009). The attributes of brand and the way companies promote them together establish strong brand associations. High brand equity can be created when consumers can relate a particular product or service to a well-established brand (Steenkamp et al., 2003).

“The best thing in social media is that you can use direct advertising. You can reach your target more easily, faster and more cheaply. You cannot do that through indirect promotional channels such as newspapers.”

ExRF-1

The second aspect of effectiveness is the impact on a targeted audience. It has been perceived by SMEs that social media is more interactive and trustful than traditional promotional channels such as TV and newspapers.

“Social media is really a necessity for business nowadays. TV and newspapers have no impact on customers. I am talking from my experience. When the customer sees a celebrity talking about my products, this has a significant impact on the customers. I did my trials on different channels. I found the impact of using social media celebrities has the greatest impact on customer behaviour and psychology towards what we sell.” CHF2

The third aspect of effectiveness is the speed of the campaign and speed of the results. In other words, not much time is needed to prepare for a campaign. All that is needed is to ask the celebrity to come to the shop and talk about a product/service, or to put the picture of products on the celebrity account. Also the impact is very fast. It was noted that the impact can be seen within a few seconds.

“The best thing is the speed of the impact. In a few seconds, you will receive calls from the customers.” RCW-2

In summary, the perception of the effectiveness of social media advertising from the SMEs' perspective is the level of being seen by the target market, the level of influencing the behaviour and psychology of potential customers, and the speed of impact. Thus, it can be seen that effectiveness is divided into four subthemes effectiveness in targeting the market, effectiveness in influencing the customers' behaviour and psychology, effectiveness in speed of creating the marketing campaign and speed of seeing an impact.

Perceived to be Used by Other Competitors and Other SMEs (Mimic Pressure)

The third motivation is following the herd. In the literature, it has been perceived that SMEs imitate each other in order to achieve legitimacy by mimicking others (Michaelidou et al., 2011). Additionally, as discussed in the literature, social media is a current trend and this has pushed many organisations to use it, just to ride the wave (Meske and Stieghlitz, 2013).

“Yes, because this is the wave nowadays! I have to follow it.” CCS-3

“I am using it because most companies are using it nowadays, even big companies.” EXH3

“I noticed my competitors and other SMEs, I found them using the social media. I followed them and I found it a good idea.” SP-1

5.1.3 Social Media Technical Characteristics as a Promotional Channel

From a technical perspective, there are different differential factors, when SMEs opt to use a social media platform as a channel for promotional campaigns. The most notable factors for SMEs are availability and interactivity for improved communications with potential customers, and richness of content of the platform.

Availability

In Kuwait, according to 10 out of the 13 interviewees, the most popular social media platforms are Instagram, Snapchat and Twitter. Twitter is seen as a news channel more than an advertisement channel due to the limitations of the content that can be posted. Therefore, the competition is between Instagram and Snapchat as the recommended channels for ads. The main criterion for selecting Instagram over Snapchat for limited budget SMEs is the availability of content. There are two aspects of availability which make social media fit for advertisements. The first is the availability of content anytime and anywhere. The second is the information availability for SMEs to take better decisions. The fact that content is available anytime has been perceived by 9 interviewees as being the main reason for selecting Instagram. Time availability means the content is available for a long time.

Potential customers can see the history to find SMEs' ads on a celebrity page. This feature is the main reason for selecting Instagram over Snapchat.

"I preferred Instagram to Snapchat because there is history in Instagram. Our data are still on the celebrity account. It will not be deleted after 24 hours like a Snapchat. Customers can see the menu any time." EXRC-2

"No, I do not pay money for ads on Snapchat. It only lasts for 24 hrs. It is too risky to me to do that with my limited budget." SIRD-2

"Snapchat posts expire within 24 hours. That is why we prefer Instagram as our preferred advertisement platform." CCS-3

"Customers come from time to time asking us about our food menus listed in the celebrity account. Even a week after the post, they keep using our food menus on the celebrity account." Exrf1

Availability is not only on a weekly or daily horizon, but also on an hourly horizon. As noted by interviewees, their ads are available 24/7. They can be seen anytime anywhere during the day.

"Unlike the traditional ads on TV or Radio, our ads on social media celebrity accounts are available 24 hours, anytime anywhere! It does not have an expiry period." SIRD-2

The second kind of availability is the platform and technology availability anywhere. Unlike traditional methods like newspapers and magazines, for which customers would have to keep and save their newspapers in order to return to the ads, now, on social media celebrity accounts, the ads are available anywhere through a smartphone. They can return to it anytime

"It is really easier for my customers to find my old posts on social media than for them to find them in newspapers or magazines. They can search on it through social media or through the celebrity account. On the celebrity accounts, it is more memorable than just being in a copy of a newspaper." RCW-2

“For me and others, the reason why I am selecting Instagram over other popular social media is its function as an ‘Archive’ or ‘Library’. Customers can scroll the history of celebrities as a matter of curiosity. During this process, they can see my ads and my endorsements through their wall. It is a kind of way of documenting the life of the celebrity, and we are part of this life.” SP-2

The second criterion for selecting the platform was identified as information availability. On Snapchat, nobody can know how many view each post has or the level of interactions with the post. Usually, a celebrity takes a screen shot of the number of views and interactions to show the sponsor the level of interactivity. However, this cannot be easily done independently. Moreover, an advertiser cannot see how his post performs compared to competitors. The unavailability of relevant information for the advertiser is a barrier to their making a decision to use Snapchat as an advertising tool.

“To be honest, Snapchat is far effective than Instagram. Interactivity is more than for Instagram. However, I cannot touch the data. I cannot see how well my posts and my competitor’s posts did through different celebrities. I can only use the data which they give me. This transparency problem makes me put Snapchat second to Instagram.” EXRC-2

In summary, availability is classified into time, place and information availability. The most important aspects are the time and place availability in terms of whether an ad can be seen anytime; this was noted by nine and eight interviewees respectively. Information availability is the least important aspect as it was noted by only six interviewees.

Interactivity

One of the key factors noted by the literature as a motivation to use social media for promotional ads is improved communication and collaboration with customers (Nummelin, 2015). In this research, it has been found that the main mechanics for that are interaction and engagement tools such as like, comment and share. Thus,

interactivity with social media is perceived to be the second most important factor for selecting social media over traditional promotional channels, from the perspective of SMEs.

“The main reason for selecting social media is its interactivity. After discussing with the management team here, we found social media enables us to see the interactions with our ads. Unlike the traditional methods like newspapers and TV, in social media it is live! You can see the interaction live.” CCS-3

There are three main themes. The first is that the amount of interaction is widely perceived as a success of the promotional campaign in terms of the right celebrity, social media platform and timing for an ad. The second, direct communication with the customer is perceived as one of the important factors for selecting the platform. Indeed, receiving instant and live feedback from the customer is critical for business sustainability. If the customer is sharing his/her positive experience of a shop, this inevitably affects the SME's image and sales. Therefore, the last theme is about each SME's motivation to attract interactions on the SME's page so as to improve sales and improve product visibility.

Number of interactions is seen as an indicator of an ad's performance

The cost of professional market research services may be prohibitive for SMEs (Gilmore, 2011). This research contributes by showing how SMEs can do simple market research analysis using social media engagement tools (i.e. like, share and comment). This capability is widely used as a reason for selecting a certain social media platform, a certain celebrity or even a certain time to do an ad.

“In our marketing analysis, we always value like, share and comment from our targeted customers. The more the interaction, the more the success of our campaign in terms of effectiveness and selection the proper celebrity.” EXRF-1

Thus, eight SMEs spotlighted the main reason for picking Instagram over other social media in terms of level of interactions with the platform from Kuwaiti people.

“We specifically opted for Instagram because we found the interactions are intensive; unlike for other platforms such as Facebook.” EXRF-1

Direct communication with the customers

The level of interactions of customers on a social media platform can be a differential factor for why SMEs select a certain celebrity, platform or timing over another. Through social media, SMEs can understand customers' attitudes and intentions by reading and analysing the comments.

“The best thing here is you can see the comments and interactions of the potential customers. You can see what they love and what they do not in ads or even in your product.” CCS-3

Also, they can be used to understand and receive feedback about weaknesses and positive points. Finally, direct communication can be used, as mentioned by SMEs, to improve the company image by replying and handling negative attitudes towards the SMEs.

“The second most important feature of social media is establishing open communication between ourselves and customers. We can understand them better and see their recommendations directly without any market research. This never happens in a traditional way on TV or Radio.” EXRC-

2

Attracting interactions on the SME's page

Interactions on an SME's page are perceived by the SME to be an indicator of future sales and profits. Therefore, SMEs actively seek to increase interactions on their pages so that peers in the network can see the products.

“We actively seek to improve the engagements of our customers on our page. The aim here is to increase the number of likes, comments and shares. All of these elements are critical for our success in terms of sales and profitability.” EXRC-2

“If one of the followers mentioned that he ate in my restaurant and the feedback was positive, this has a direct effect on my sales the next day. Always the peer communications and feedbacks are critical for our sustainability in the market. The best thing on Instagram is that you can see that and measure it.” SP-2

Therefore, SMEs are opting for a platform which is rich in engagements by potential customers. In other words, it is perceived by SMEs that the interaction and engagement of native Kuwaiti people is more common on Instagram than on Facebook or Twitter.

Rich content

In general, social media outweighs traditional promotional channels in terms of efficacy because of the richness of the data that can be delivered through it. The same thing can be seen as a differential factor in selecting between social media platforms. Social media can be used to promote more visual, text, audio and interactive content than traditional channels such as TV and newspapers.

“I believe ads in newspapers are distinct already. The volume and richness of the data in them is virtually nothing beside social media and online content.” SIRD-1

Likewise, although Twitter is widely used, its ability to deliver rich content is limited. On Instagram, anything can be written below the video including a direct referral to a sponsor account.

“On Instagram, I can put my picture on the celebrity account and write down my details below. Also, but more expensive, the celebrity can deliver

a video about my product and all the details can be just below the video.”

CS-1

Interactions between market acceptance of the social media channel and its characteristics

The two main reasons for choosing Instagram come together to indicate the motivations. In other words, it does not make sense to have a popular social media channel on which SMEs are not able to post rich content to tell the audience about the product. A clear example of this is Twitter which is perceived as being a popular social media channel for Kuwaiti people but, at the same time, SMEs perceive it as being a restrictive platform for rich content about their products. That is why all the respondents avoid Twitter for advertising, not because of its popularity but because of problems in terms of the richness of the content accepted.

“Twitter is as popular as Instagram. But the point is, Twitter is perceived to be a more political and news related channel than an entertainment channel like Instagram. The reason is the limitedness of the Twitter in the content. That is why it is always used by news for the hashtag option to follow certain stories.” CCS-3

Likewise, the content can be rich, interactive and available for a long time but not popular enough in the Kuwaiti context. This is the case for Facebook which has all the required characteristics of social media as a promotional channel but is not accepted by the market due to limitations in its usage within the targeted market.

“It is really important that my targeted audience uses the social media channel I use. Facebook is often used in other countries like Egypt and Jordan. But here in Kuwait and the Gulf countries, Instagram is number 1.”

SIRD-1

Also, the characteristics of the social media channel must, ideally, come together to make it eligible as a proper promotional channel for SMEs. Indeed, both Snapchat

and Instagram are very popular in Kuwait. However, because of the durability of the content on Instagram, SMEs prefer it as being a reference for customers and available on different days, unlike Snapchat which deletes the content after 24 hours.

“It does not make sense to put my ads and pay money for an ad which will be deleted within an hour. Instagram can be seen as an album of pictures and videos. The content lasts for a long period.” CCS-3

Criteria for Selecting Celebrities in Social Media

There are five criteria used by SMEs to choose between celebrities. The factors addressed in the literature are mainly the matching up between the business identity and celebrity identity (McCormick, 2016) and the visibility of the celebrity in terms of number of followers (Rossiter and Smith, 2012). This research contributes by addressing more elements. The criteria range from just selecting the celebrity based on SMEs or selecting best on the audience. The novel idea here is not only matching the celebrity identity with the business identity but also with SMEs' personal owners' identities (including ideology and culture). Consultant advice and the number of real interactions are used as criteria for selecting a celebrity. The first and very generic step in selecting a celebrity is through the advice of consultants whether paid, professional, a work team or friends. The narrower and more focused step is to make a selection by matching values. In other words, religious SMEs have a tendency to select celebrities with the same religious background. The third more focused criterion is based on the number of active followers. From the highest number of active followers, SMEs select the one who has the biggest audience in the target market. Finally, the SME picks the celebrity who is most trusted by the audience among those candidates.

Consultant advice

This research found the use of consultants was extensive among the interviewed participants. Consultants can be friends who have experience, paid professional consultants, and owners.

“I asked my friends who have experience. They nominated a few names. I followed the one who is more followed by my targeted people. Then, I selected him.” SP-1

“My marketing team did a study about different celebrities, their impacts and followers. Based on their suggestions, I picked the best of them.” SP-2

“I do not know much; indeed, I asked professional paid consultants who selected one for me.” SIRD-2

Matching with the owners' values

One of the implicit criteria for selecting a celebrity is how much the celebrity reflects the SMEs' owners' values and personality. According to the self-preferences theory, people always picks the option which fits with their internal values (Gebauer et al., 2012). In other words, a religious person selects a religious celebrity even if the audience does not fit with the target market. A person who is updated and always seeking continuous improvement selects someone who is always updating. This can be understood by social cognitive theory which shows one's beliefs, perspectives and background affect one's own judgements and selection.

The religious SME owner stated:

“This is the only religious man I know who allows advertisements to be put on his accounts. I support him. It is important to select a religious person above all else.” SIRD-2

One interesting point is that the same person believes that social media ads do not make the expected rate of return. It seems his selection of celebrity is not based on expected targets. He is selling sweets and chocolate and he uses a religious account for his ads. The result is:

“I do not believe social media ads make any profit. I think it is a kind of wave and it will finish.” SIRD-2

It is not necessarily the case that selection according to owners' values leads to disappointing results. Another SME owner selected somebody who is active and continuously improving himself. But he selected someone who fits his target market as shown in the table above.

"I selected him also because he is an active person and always improving himself ... I always improve myself. I love to keep updated." CS-1

Also, the matching can be between the celebrity personality and store themes. In other words, if the store theme is excitement, the best celebrity is perceived to be an exciting one.

"I see the personality of my restaurant fits with this celebrity. My store is not classic. It is energetic and active. That is why I selected an exciting and energetic person to endorse my restaurant." EXRF-1

The last thing here is friendship. Friendship can be seen to be a preference point. Friendship can be seen as a way of matching the owners' values, as a kind of trust, support and of lower cost than other celebrities.

"I selected him because he has lots of followers and he is my friend. I prefer to work with him to others who I do not know. He offered me a cheaper price and I trust him." RCW-2

Visibility of the celebrity: number of active followers

According to the literature, the visibility of the celebrity is one of the key determinants of the selected celebrity (Roairwe and Smith, 2012). Visibility in this research in social media is translated into the number of active followers. The most prominent factor in selecting the celebrity is the number of 'active' followers. As cited in the literature, the main value from social media comes from active followers (Hoffman and Fodor, 2010). Active followers can represent real and engaged followers. Also, the number represents the degree of influence this celebrity has for affecting his/her audience. The three perspectives are seen critical for selecting a celebrity. In other

words, the number of active followers leads to more effectiveness of the ads. The main reason is that the higher the number of followers, the more viewers there are for the ads. Followers, in order to be considered, need to be real and active. Being real means their accounts are authenticated as there are some celebrities can buy fake followers online.

“It is easy to increase number of followers. Now, they can be purchased. If you see a significant number of followers are from the USA or Japan, it means the followers are fake.” SIRD-1

Indeed, number of active members refers to real members.

“To select the celebrity, the number of real followers comes first. ... We know the number of real followers by the number of likes.” CHF-2

Active means engaged followers not silent ones. Number of real active followers is estimated based on the number of interactions. Interactions can be seen as likes, comments or shares.

“The number of active followers is the key point. There are some celebrities who have 1.2 million followers but their number of likes are too few to be considered. We prefer accounts with more than 10,000 comments. The engagement level is the key; not the number of followers.” EXRF-1

Thirdly, ‘active followers’ can be an indicative of how much the celebrity is influencing his followers. Therefore, the more the influence of the celebrity on his followers, the greater the expected effects of the ads.

“He is a very influential character. You can see the number of interactions on his posts. He affects his followers a lot. That is why I selected him for my ads.” SIRD-2

Finally, when those active followers are exposed to the ads made by the celebrity, an impact is expected, and noted to increase significantly.

“She has 100,000 active followers. I see the impacts instantly. After her ad, within seconds, we receive feedback with a massive number of calls to buy.” SP-2

This is summed up as follow: the interviewed SMEs believe that, to ensure a celebrity has an impact on sales, the celebrity must have real followers, engaged followers, and be an influential celebrity with the targeted audience.

Matching up with the target market

The number of active followers is seen as one of the most critical factors in selecting celebrities. However, if these followers are not part of the target market of the business, this is not expected to improve the sales of the business. According to match up theory (Dunn et al., 2015; Lynch and Schuler, 1994; Till and Busler, 1998), the main reason for the effectiveness of a social media marketing campaign which uses a celebrity is related to the matching up not only between SMEs and the celebrity but also between the celebrity and the SME's targeted audience.

“From my experience, those who fit my promotions may not fit others. I believe consistency of message with the message of the celebrity is important, maybe more important than the number of followers.” EXRC-2

Thus, 10 of the SMEs look carefully at who is engaged on the celebrity account before deciding to select the right celebrity.

“I am not interested in all 12,000 views! I am just interested in those who I am targeting.” CCS-3

“After looking at the interactions, we look at the characteristics of those who comment and like. If they fit with our target market, we go. In other

words, the criterion is number of interactions from those who are relevant to our targets.” CHF-2

Targeting the market can be based on the account personality or can be based on geographic area. Kuwait has a tribal environment. Each tribe lives in a certain geographic area. Therefore, one of the SMEs was planning to open a store in a certain area. He selected a celebrity living there to introduce his products in the market and his tribe lives there.

“This person is religious and people listen to him, especially his tribe. I am planning to open a store there. Thus, I think he is the best person to introduce my products to this tribe.” SIRD-2

Therefore, as illustrated in **Error! Reference source not found.**, each product has its own celebrity account. Consistency is believed to be critical for the effectiveness of a promotional campaign.

<i>Account Personality</i>	<i>Target Market</i>	<i>Evidence</i>
<i>Competence</i>	Protein and Supplement	“I selected this celebrity because of the nature of my product. You know that lots of issues are raised about the nature of our products. I selected the one who can give trust to my products. That is, I selected a professional, competent and well trusted doctor to talk about my products,” CS-1
<i>Excitement</i>	Chocolate	“Chocolate makes happiness. This celebrity is talking about excitement, travels and happiness. I see my products fit with his message and with his audience.” EXRC-2
<i>Ruggedness</i>	Folk Food	“My customers love this type of celebrity. Being odd and weird in offering my food makes the food more attractive; especially for my targeted customers.” RRF-

		1
<i>Sophisticated</i>	Perfume and Fashion	“I am not expecting that just anyone can buy my products. I selected the celebrity whose audience are from the same standard of living required to be able to buy my products. These celebrities are fashionistas and talking about fashions. They are the best for introducing my perfumes to the market.” SP-1
<i>Sincerity</i>	Nursery	“He is a very soft person, addressing social and family issues. Most of his audience are mothers. That is why I selected him.” SIRN-3

Table 5.1.3.a Matching up with the targeted market

SMEs’ perceptions of celebrity credibility

In the previous section, matching with the target market was the main discussion point. In this section, we further explore the differences between different celebrity accounts’ personalities and how this affects the selection between them. Source credibility theory shows that trust in an online endorsement is based on attractiveness and argument quality (Djafarova, C. Rushworth, 2017). According to the literature (Erdogan, 1999), celebrity credibility stems from three main factors: trustworthiness, attractiveness, and expertise. This research has found that these factors are not the same for all celebrities. Indeed, a celebrity who is credible to an audience is perceived to be the most influential on their followers’ buying decisions.

“I selected him for trust. It is all about trust. The celebrity for me is a key player in the football match. Once he built the trust between our business and potential customers, the sales process comes easily.” CS-1

Each celebrity account personality has its own mechanisms for eliciting credibility from its audience. SMEs owners select those who are best able to portray the trust message in their accounts. The rationale here is that the more a celebrity is

perceived to be credible by the SME's target audience, the more he/she will be able to influence purchasing decisions.

<i>Account Personality</i>	<i>Characteristics</i>	<i>How trust is built</i>	<i>Evidence</i>
<i>Competence</i>	Charismatic, specialised and credible	Through specialised knowledge (expertise)	"He has a huge influence on his followers. When he says this is a healthy food, people trust and believe in him because he is a nutritionist and specialist. That is why I used him for advertising and promoting my products." CHF-2
<i>Ruggedness</i>	Sarcastic and being odd	By being naïve and spontaneous	"He is a very spontaneous person. This simplicity and his manner make folk trust him. His way is convincing to my target market." RCW-2
<i>Sincerity</i>	Religious and trusted	By religious speeches (trustworthiness)	"He is widely trusted. As you see, his face is illuminated by the believing and guidance of God. This is sufficient for me to be trusted by my potential customers." SIRD-1
<i>Sophisticated</i>	Elegance	By expensive fashion, make-up and their style (attractiveness)	"She is trusted because of her beauty, elegance and fashion. Ladies follow the one who is seen as more attractive and elegant." SP-1
<i>Excitement</i>	Youth, socially accepted, enjoyment,	Being politically and socially unbiased	"He is unbiased from any perspective. This objectivity gives him the trust of the community.

	positive spirit, unbiased		His topics are about general things including travels and tourism, nothing about politics or judgments. He is trusted by youth, my target.” EXRC-2
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Table 5.1.3.b Sources of trust in each celebrity account

Competence Celebrity Account

Competence accounts are found to use mainly their expertise as a source of credibility, not attractiveness or trustworthiness. According to the literature, expertise is defined as the use of knowledge and the power of specialisation to conceive a message (Han and Ki, 2010; Ketchen et al., 2008; Magnini et al., 2010). For instance, doctors use their profession and specialisation to affect their followers. Therefore, if they are endorsing or advertising a chemical or drugs product, their audience is expected to follow their recommendations. This is the case for XC whose products have been believed to cause health issues for users. That is why this SME selected a doctor to convey a message about the safety and healthy nature of the products to users.

“He is specialised and people trust him in medical issues. I selected him for recommending my products to the youth.” CS-2

When the interviewee was asked why they did not select an excitement person with a healthy and bodybuilding image because it seems relevant to the product, he said

“He does not have the qualifications to be trusted by people. How he looks makes people trust him for different things. But because my product is sensitive to health issues as you know, I preferred a specialised person to talk about my product to gain the trust of my targets.” CS-2

The point in selecting a certain celebrity with the same type of personality is how much this account is trusted in the audience. The point here is the need for a celebrity to be charismatic and credible enough for the audience.

“I selected him specifically over other doctors and nutritionists because of his charisma, credibility with his audience, and ability to influence. He seems very professional and confident in what he is saying. This confidence built the required trust and influence amongst my potential customers.” CHF-2

Excitement Celebrity Account

Unlike for traditional source credibility theory (Tripp et al., 1994), this research has found a new source of credibility attached to excitement accounts. Excitement accounts use unbiased and youth language which is far removed from political or social biases. Being perceived as being unbiased is the main source for trust from the audience. Therefore, general products which express a youth lifestyle are using these accounts for ads and endorsement. Something like chocolate or a middle-class restaurant uses this trust.

“He is a sincere person and lovely personality in Kuwait marketing. He never hurts anybody or any party.” EXRF-1

Sincerity Celebrity Account

Sincerity accounts use religious messages which focus on family issues. In Arab nations, trustworthiness and religious speech are two faces of the same coin (Khatri, 2006). Thus, in this research it has been found that sincerity accounts gain their credibility from trustworthiness, not attractiveness or expertise. This builds trust with the audience that they know best for families, education and bringing children up in the best environment. Therefore, this kind of trust is used by SMEs to advertise nurseries.

“He is highly trusted by his audience. Women and mothers in particular trust him. He is very religious and guided by God. I personally trust him. He is the best for advertising my nursery as a sign of truthfulness and guidance.” SIRD-2

Ruggedness Celebrity Account

Ruggedness accounts use spontaneous behaviour and words to convey their trust message. It has been perceived by SMEs that this spontaneous way of sending their messages has a stronger impact than using ‘ideal’ and ‘formal’ ways of talking. This naïve approach is perceived to build trust with the audience. Therefore, it is used by the folk restaurant to advertise their food menu.

“His sarcastic way of talking and introducing the food is very touching to folk. These are my target. He is fantastic in using the street language and accent; even if he is not accepted by middle-class people, in the end, he is widely trusted by folk.” RRF-1

Sophisticated Celebrity Account

In the literature, attractiveness is the third source of credibility amongst celebrities (Erdogan, 1999). In the literature, attractiveness is defined by physical beauty and facial characteristics (Amos et al., 2008; Gakhal and Senior, 2008; Han and Ki, 2010; Lord and Putrevu, 2009; Magnini et al., 2010). This research has shown that attractiveness is a major source of credibility. Indeed, the definition of attractiveness in this research is extended to include celebrity fashion in terms of the price tag of clothes and make-up used. The more attractive the fashionista, the more credible she is to her audience from an SME’s perspective. Credibility is linked to the beauty and fashion products. However, in some cases, SMEs improperly targeted these sophisticated accounts and the results were frustrating and disappointing

“Using fashionistas in my advertisements was a valid idea. But after my research, I found they are not trusted by people because they do not know. It is known they are paid to say what is said. However, I targeted a

specialist and nutritionist person to talk about my healthy food. Here there was trust.” CHF-2

Nevertheless, when this credibility is used in the right way for the right target, the impact is improved. Therefore, when a perfume salon targeted its audience using sophisticated accounts, the impact was perceived to be great.

“She is a fashionista. Ladies trust her selection. Indeed, when she advertised our perfumes, customers were coming to buy it without smelling the perfume. They are very trusting of her selections and preferences.”

SP-2

5.2 Summary

This chapter explored the factors that determine the use of social media accounts (Instagram accounts) amongst SME managers within the context of Kuwait. As such, motivations to use social media are classified into market related reasons and reasons of the technical characteristics of social media. The market related reasons relate to the popularity of social media, the effectiveness in targeting the market and being used by competitors. The social media characteristics which make it more attractive to advertise through than traditional promotional channels are the availability, interactivity and richness of the content.

This research has taken an in-depth look in order to understand the selection criteria for celebrities made by SMEs. The criteria follow on from advice from consultants, matching with the owners’ values, number of active followers, matching with the target market and being trusted by the target audience.

It has been found that different celebrity themes match with specific target market characteristics. Indeed, it is known from the literature that the fitness between the celebrity, product characteristics and company identity is critical for successful social media marketing campaigns (McCormick, 2016). The same results have been found in this research. This research has contributed by investigating in greater depth and detailing the proposed characteristics of each target market and how it fits with each

celebrity account theme and company identity. Sincerity accounts fit with the socially promoted activities such as nurseries, schools or any other institutions promoting society's values. Sophisticated accounts are for consumers who prefer luxury and being famous; therefore, they are suited to advertising make-up or luxury fashion. Ruggedness accounts fit with folk restaurants or any folk youth related business such as car cleaning. Competence accounts fit with tourism and new places to visit.

Credibility is the most critical aspect in successful social media promotional campaigns (Tripp, 1994). Credibility is built through different mechanisms. For instance, it is known from the literature that fitness between the product and celebrity characteristics or area of expertise build credibility (Erdogan, 1999).

This research has added more dimensions to source credibility theory. It has contributed by showing the traditional three elements of credibility (i.e. expertise, trustworthiness and attractiveness) (Erdogan, 1999) are not equally important for all celebrities; their importance is perceived to be relative to the celebrities. For instance, while competence accounts are credible based on their certificates and titles held by the speakers in terms of expertise, sophisticated accounts are trusted based on their elegance in terms of the prices of what they wear, which is called attractiveness. Ruggedness accounts are believed by SMEs to be credible because of their spontaneity whereas sincerity accounts are credible because they are cover religious topics.

Indeed, the credibility and characteristics of the target market are developed based on SMEs' points of view. The next chapter will attempt to validate this perspective.

6 Motivations to Purchase from Advertisements Produced by Social Media Celebrities

6.1 Introduction

This chapter pursues the objective of this study to investigate the factors which determine the decision-making of Kuwaiti customers when following Instagram accounts of particular celebrities and considering these accounts as a source of credibility for exploring, imitating and purchasing. In order to tackle the aforementioned objective, Section 6.3 highlights the characteristics of fans followed by Section 6.4 which examines the motivations of fans to use social media in general. These motivations are usefulness, enjoyment, usability, and being connected. Then Section 6.5 focuses on dividing fans who use Instagram into groups, i.e. competence fans, excitement fans, sophisticated fans, ruggedness fans, and sincerity fans. These classifications of fans who use social media are derived from Aakar's model (1997). Next, Section 6.7 explores the motivations of fans in dealing with services and products that are offered on the Instagram accounts of celebrities. These motivations are divided into motivations to purchase, explore, and imitate.

6.2 Characteristics of the Fans

The basis of the differences in individuals' motivations to use social media, in particular Instagram, to follow celebrities and purchase based on celebrity ads is assumed to be dependent on the characteristics of each celebrity fan. Indeed, it has been found that competence celebrity account fans are more focused on the celebrity and his title, affiliations and reputation than the content. They do not find it acceptable for anybody who is talking about specialised topics to come from a non-specialised background.

“The most important thing for me is that the one who is presenting and talking on the channel has a PhD and is specialised in the area. I do not

listen to amateurs who are talking about medicine and are not specialised.” Co-Ex2

Sincerity fans are more focused on the topic than the celebrity. This type of account attracts people who are interested in religious and social value topics regardless of who the celebrity is. The main factor which attracts them is a spiritual and soft approach in terms of talking and being touching.

“I prefer someone who has valuable content and touches hearts. Religious and value-related topics with a simple and easy to digest message is the key.” Sin-Rug

Sophisticated fans are looking more for physical and external attractiveness. They prefer elite people who are wearing and talking about luxury products. These followers imitate everything the celebrity is doing– the fashion style, the accent, the way of shopping and everything their celebrity does.

“I love watching luxury fashion and cars. This excites me.” Soph- Exc

Ruggedness fans are more interested in naïve and simple people who do not fabricate their content. Simplicity and spontaneity are the main points. They prefer everything to be in its natural context without caring about the quality of the filming or the quality of the content. Fun and comedy are the main factors which attract followers.

“I do not love fabricated and made up celebrities and events. I prefer the naïve spontaneous and simple people and events. Indeed, I prefer Snapchat more as no one can edit the video like they can for Instagram.” Op2

Excitement fans are searching more for topics and visual content about new experiences including restaurants, places to visit and new places to go. The main mentality involves exploration and discovering new things. They usually prefer

accounts with high picture resolutions so that they can see new places at a higher quality.

“I love to see new places, new pictures, new areas. Instagram for me is to explore new things.” Ex-Co1

6.2. Characteristics of the Fans

Characteristics	
Competence	Person more than content
Sincerity	Topic more than person
Sophisticated	External appearance more than content (prefer the elite people)
Ruggedness	Spontaneously and not edited content
Excitement	Topic and visual content more than person

6.3 Motivations to Use Social Media

According to the literature, there are two main motivations to use social media which are intrinsic and extrinsic motivations (Lin and Lu, 2011). Intrinsic motivation relates to gaining enjoyment from using social media (Lin and Lu, 2011) whereas extrinsic motivations relate to usefulness, usability and being connected (Lee, 2009; Hoffman and Novak, 2012; Yen et al., 2010). Thus, in this chapter, four motivations to use social media are classified. They are usefulness, usability, being connected, and enjoyment. Indeed, all fans are driven by all of these motivations. The contribution of this research is in offering an understanding of the variations in the level of motivations to follow different celebrity account types. Indeed, competence and sincerity accounts rank usefulness as the top reasons for using social media whereas excitement, ruggedness and sophisticated accounts consider enjoyment to be the top motivation. Usability and being connected are equal but least important factors. The reason for this variation is the characteristics of each of the fans. Those who follow sincerity and competence accounts are seeking knowledge. However, those who follow sophisticated, excitement and ruggedness accounts are seeking entertainment, fun and joy. These different motivations will be reflected in their motivations to follow celebrities and their motivations to explore.

	Characteristics	Motivations	Rationale
Competence	Person more than content	Usefulness	Seeking knowledge
Sincerity	Topic more than person	Usefulness	
Sophisticated	External appearance more than content (prefer the elite people)	Enjoyment	Seeking fashion, updates on the fashion
Ruggedness	Spontaneous and not edited content.	Enjoyment	Seeking fun and joy
Excitement	Topic and visual content more than person	Enjoyment	Seeking to explore new areas and places to visit

Table 6.3. Motivations to use social media for different celebrity accounts

6.3.1 Usefulness

The first and most prevalent reason for using social media, which was highlighted by the interviews, was usefulness. Social media provides valuable and up-to-date knowledge and information to followers. Usefulness was seen as the most important issue for most of the interviewees. It seems that, because they are looking at social media as a source of knowledge and updates, they follow competence and sincerity accounts. Perception of usefulness has four main aspects which were identified: being up-to-date in an area of interest, following general news, following new trends and usage of simple and direct messages. Usefulness, as a motivation to use social media, is not new in the literature (Lee, 2009). Indeed, this concept is borrowed from the literature. The contribution of this research focuses mainly on the different perceptions of the types of usefulness for different fans, as summarised in detail below.

Table: 6.3.1. Motivation, fans, and reason

Motivation	Fans	Reason
Being up-to-date in the	Sophisticated	To be up-to-date with new fashions and make-up.

area of interest	Competence	To be up-to-date with the latest advancements.
Following news	Sincerity	There is a tendency for religious people to be followers of political events in an area. Social media for them is a window for local and regional political news.
	Ruggedness	They prefer naturalistic and not made up news. They avoid formal media for watching the news. They prefer social media as people on the scene report themselves without being mediated by professional companies.
Following up new trends in an area	Sophisticated	Following up new fashion trends.
	Competence	Following up new technological trends.
Knowledge which is easy to digest	Sincerity	They are simple people and it is difficult for them to keep on track with formal media. They prefer to know about the world using a simple approach.
	Ruggedness	
	Competence	They are interested in grasping lots of knowledge and ease of receiving the knowledge can save lots of time and effort when digesting it.

The first factor identified in this area of motivation is to have a source of useful and creative information and knowledge in the area of interest. For instance, some interviewees mentioned the idea of following up new business and entrepreneurship ideas. Likewise, some others stated that they follow up on cooking accounts to see creative cooking ideas. This for them is the main reason to use social media.

“I love to use social media to be updated with new business ideas. I follow certain accounts which help me to be updated in the business and new entrepreneurship ideas.” Co-EX1

"I love to travel for tourism from time to time. I use social media as my reference to know what new areas to visit." Sin-Exc

"I use it to know innovative and creative cooking recipes. Also, I love to know new decoration ideas." Com-EXC2

The second factor identified in this area of motivation is to follow up on new trends in an area of interest. For instance, some women interviewees stated that they use social media to know the new fashion and make-up trends while others use it to follow new technological trends.

"I see it as very useful as I follow the latest fashion trends. I am very passionate about fashion. This is my window for knowing the new designs and new fashion lines." Soph-Exc

"For me, it is for following the latest fashion trends and new make-up techniques and methods. I love these things." Com-SO

The third factor identified in this area of motivation is to follow up on public news on domestic and international political and non-political events.

"It is useful. I use it for keeping up to date with news." Com1

"It is for following global and international news and trends." Rugg2

"I see it as very useful in being updated with current news in my area, my city and my country." Soph2

"Most of the time, I use social media to be updated with current local and international news." Co -EX1

"It is useful to be updated with current general and public news." Exc1

"It is for knowing what is going on. Something like petrol prices and different stores' discounts can be known effectively through social media." Sin-Exc

"I use social media to follow up on current news. It is a good source for current news instead of local TV or newspapers. It is more transparent. I only use the social media to keep up-to-date with the news." Sin- Comp

The fourth factor identified in this area of motivation is that celebrities use simple and direct messages to simplify knowledge and make it easy to digest and absorb.

"I follow some business leaders on Instagram. They simplify the ideas and make it clear and condensed." Sin-Rug

"I follow certain accounts of people who can simplify the news and make it more fun and easy to absorb. It is far better than the traditional and formal media." Rugg2

6.3.2 Enjoyment

The second motivation identified for using social media is enjoyment. Enjoyment in this research is defined from different perspectives. Enjoyment is widely noted in the literature as a motivation to use social media (Lin and Lu, 2011). Indeed, this research supports this view. The enjoyment motivation has three aspects: enjoying watching arts and visual contents, fun and killing boredom. The followers of excitement accounts are more interested in watching art and visual content about nature and new places. Likewise, the sophisticated account fans enjoy watching pictures and videos of luxury and prestige accounts. The ruggedness accounts define the enjoyment in terms of watching funny videos.

The first aspect of this motivation perceived by excitement and sophisticated account followers is watching arts and visual content. This aspect can be defined as the desire to watch high-quality pictures and visual content to discover new things or watch luxury staff. Arts and visual content are the main priority for excitement and sophisticated account fans. The fans of excitement accounts follow their celebrities to see new places and new animals.

"I love watching pictures on social media. Some people are very creative in taking very nice shots. Also, [I enjoy] some pictures of animals and others for green life." Co 0Ex

Sophisticated account fans want to watch arts and visual content with the intention of noticing and observing through high-quality pictures and videos their luxury

celebrities' fashion, make-up and lifestyle. For instance, when one of the sophisticated celebrity fans was asked about reasons to watch social media, his first reason was to watch pictures – pictures with a high level of detail so that he can see the details of the celebrity lives.

“I love pictures! Pictures with details are important.” Soph1

Ruggedness account fans are motivated by fun. The main reason for using social media for them is to watch funny videos.

“The best thing in social media is following up on the news and watching sarcastic videos.” Rug1

The last type of enjoyment motivation identified is to avoid boredom. Fans use social media in their spare time to stay up-to-date with current interesting news about travel and shopping discounts.

“I use it to shop online and to see new restaurants. It is for entertainment and killing boredom.” Rugg2

“When I feel bored and tired after work, I go to social media to see new store discounts and offers for travelling.” Sin-Exc

Table: 6.3.2: Motivation, Celebrity, and Reason

Motivation	Celebrity account fans	Reason
Arts and visual content	Excitement	To watch the beauty and attractiveness of new animals, natural places, restaurants and hotels.
	Sophisticated	To watch the pictures of a luxury celebrity, their cars, their luxury fashion and their make-up.
Fun	Ruggedness	To watch funny and sarcastic videos.
Avoid boredom	All fans	To spend their free time watching social media contents.

6.3.3 Usability

The third motivation perceived for using social media is its usability compared to traditional media. This motivation was perceived by all fans regardless of their interests. Using social media, it becomes easier to control the content information (Quan-Haase and Young, 2010). In addition, it is easier to use on a mobile phone anywhere and anytime. These features were identified as making participants reluctant to use TV, magazines or newspapers in comparison. Now, social media, for the interviewed cases, has virtually fully replaced the traditional media.

“Newspaper is scrap. You get the news when it happens. No need to wait to tomorrow and pay money for outdated news. You can see what you want to see where you want.” Sin-Ex

Social media was identified as enabling the users to control the contents by selecting their preferred account types (e.g. sincerity, sophisticated, competence, ruggedness accounts) and by moving the video contents forward and backwards to see the content before watching the full video.

“I prefer social media to the TV because I can skip the scenes that I do not watch. I can also move quickly from scene to scene based on my preferences.” Soph1

“TV controls what I can see; but through social media, I can control what I want to see and when.”

“If I am watching a movie on the TV, I have to watch it all. With YouTube or any other social media, I can skip what I want and watch what I want. That is why I do not watch or follow TV programmes.” Co-Ex2

The second reason given for preferring social media over TV and other traditional media is accessibility. Social media is available on mobile phones and it can be seen at any place any time. The time and place boundaries are diminished. There is no need for someone to wait until they return home to watch a programme or to read the news.

“Traditional media is useless! Completely useless! I can get what I want when I want. It is ridiculous to wait to see the news tomorrow and I can see it today. I can see the world through my phone.” Co-Ex1

“I do not have time to stay at home watching TV. I can see the global and local news from my phone. I can watch my favourite celebrities when I want and live.” Sin-Rug

“Traditional media is limited by place. You have to watch it only at home. Now you can check the latest updates in what you are looking for through your phone.” Sin-Comp

“The point is that social media can be seen from anywhere – the mobility of it.” Soph-Exc

Table: 6.3.3. Themes and subthemes of usability in the use

Theme	Sub-theme	
Usability	Using it anywhere though any platform (accessibility)	Using mobile phone or tablets anywhere and anytime.
	Ability to control the contents.	Controlling. the contents of the video
		Controlling the feeds received (i.e. selecting the desired celebrity account types).

6.3.4 Being Connected

Surprisingly, the last motivation identified is being connected. In the literature, being connected is always seen as being the first motivation (Culnan et al., 2010). In this research, being connected comes last. This may be due to the weaknesses in the current media infrastructure in Kuwait. There are a few channels which are controlled by a few companies. These mean that the TV and newspapers are not very interesting and the content is not attractive. However, being connected is still a valid motivation but less highlighted by the interviewees compared to other previously mentioned factors. Even being connected in this research was seen not as being connected with family members and friends alone, but also with celebrities

worldwide.

"It is a new communication media. You can now be in contact with people which you have never been able to do before." Soph1

"I use it to be updated with my family and friends' news." Sin-Rug

"One of my friends is an international sports person. I love to follow him and see his updated news through Instagram." Rugg

"Besides other reasons I mentioned, I use it to be in contact with my family and friends, especially those who have become successful and whom I cannot reach easily." Rugg2

6.4 Motivations to Use Instagram

There were different motivations identified for using the Instagram over other social media tools. The results here are close to the SMEs' points of view in terms of characteristics. The main motivations to use Instagram are its technical features. However, it seems that different interviewees focus on different features. Indeed, competence, excitement and sophisticated account followers were more interested in using Instagram as it meets their requirements whereas sincerity and ruggedness fans did not express preference for Instagram. The reason for this is that sincerity account fans were more interested in audio and reading over pictures and ruggedness fans were more interested in original and non-edited videos. Instagram features do not fit with these motivations particularly.

Fans	Features of Instagram highlighted	Evidence
Competence	Availability for a long time	<i>"Instagram is really an impressive archive. You can find any content posted anytime. I can also save useful posts to be seen later."</i> Com-Ex2 <i>"I enjoy the useful information. Instagram helps me to retrieve useful contents posted at different times."</i> Com1

	Rich content	<i>"For useful information, I prefer to read and to follow the source of information. Instagram helps me to read and to see at the same time. You can see lots of explanations besides the video."</i> Com –Ex1
Sophisticated	Visual content	<i>"I love it for the quality of pictures. I feel I can touch the materials and feel the prestige of the brands."</i> Soph1
	Exploring features	<i>"Yes, I can see top brands using corporate websites. But Instagram gives me the opportunity to see new brands from the owners or people. They give</i>
	Popularity	<i>"I use Instagram because it is widely used."</i> Soph1
Excitement	Visual contents	<i>"I love to see beautiful pictures from people who have travelled around the world."</i> Ex1 <i>"The images of Instagram are really high quality and you can feel you are visiting the place."</i> EX2
	Exploring features	<i>"I love to explore features. I can see new places and have new experiences."</i> EX
Sincerity	Reading, sound +	<i>"I prefer using Twitter for following the news. Instagram for me is for finding valuable contents."</i>
Ruggedness	Snapchat as videos and not editable.	<i>"I love to see spontaneous people with spontaneous actions. Snapchat videos cannot be edited."</i> <i>"The best thing in Snapchat is that it is not editable. This gives a lot of trust because there is no fabrication or making up things."</i>

Table: 6.4 fans, Features of Instagram highlighted, and Evidence

6.4.1 Competence Fans: Long-time Availability

Competence fans were more focused on the long-time availability of the content features than other fans. The reason is that competence fan interviewees perceived Instagram as a source of information and knowledge rather than a way of filling empty time.

“Instagram is preferred to Snapchat because you can save videos and see them later. Also, you can use the timeline to see old videos of celebrities. You can find valuable information on their timelines.”

“Instagram is really an impressive archive. You can find any content posted anytime. I can also save useful posts to be seen later.” Com-Ex2

“I enjoy the useful information. Instagram helps me to retrieve useful contents posted at different times.” Com1

6.4.2 Excitement Fans: Visual Contents and Quality of Visuals

On the other hand, the excitement and sophisticated account fans were more interested in the visual content. The main reason for this is they use Instagram to get to know about new tourist areas and watching luxury brands. The role of the pictures, video production and quality of pictures to give a real feeling are important to them.

“I love it because it has a plenty of pictures – lots of pictures and videos. I love pictures.” Exc1

“I love Pictures – pictures of animals, horses and creatures. Instagram is my window for following these pictures.” Exc-Comp1

Also, excitement accounts fans were found to be more interested in the ‘explore’ feature of Instagram which is not on Facebook. The explore feature for them is important as it allows them to discover new experiences and new people.

“I enjoy Instagram because of its high-quality pictures and its explore features. I enjoy watching people who travel to new places. I love to see new experiences and new hotels and new tourist places.” Exc-Sinc

6.4.3 Sophisticated Fans: Quality of Visuals, ‘Explore Feature’ and Being Widely used

Sophisticated celebrity accounts fans are motivated to use Instagram because of its quality pictures, ‘Explore features’ and because it is widely used in Kuwait. Sophisticated fans are very interested in the picture and visual contents. Sophisticated celebrities use high quality cameras to impress the audience with brands and elegant materials being used. Thus, the most important feature for them is the quality of pictures available.

“I love it for the quality of pictures. I feel I can touch the materials and feel the prestige of the brands.” Soph1

The second important aspect was identified as the explore feature because they love to explore new brands. Brands are always about fashion and luxury items. It is fun for such fans to explore new luxury items online.

“Yes, I can see top brands using corporate websites. But Instagram gives me the opportunity to see new brands from the owners or people. They give more useful comments and feelings than the pictures used on the websites.” Soph-Sinc

The third factor identified by them is that social media is widely used. Such fans were reluctant to use unknown social media applications. All three sophisticated fans shared this attitude and motivation.

“I use Instagram because it is widely used.” Soph 1

“Compared to other social media websites, Instagram is the most often used.” Soph2

6.4.4 Ruggedness Fans: Not Editing Feature

Ruggedness account fans identified that they are less interested in Instagram but more motivated to use Snapchat. The main reason for this is that ruggedness fans prefer spontaneous and not edited or fabricated scenes. That is why they prefer Snapchat because videos on it are not edited or fabricated, whereas the videos on Instagram can be edited.

"I love to follow and to see people as they are. Snapchat is a more real and live tool than Instagram. Many videos on Instagram are edited. But Snapchat is not." Rugg1

"I rarely use Instagram. I spend all my time on Snapchat. If I have more free time, I go to Instagram. Snapchat is more real and true than Instagram." Rugg2

6.4.5 Sincerity Fans

Because of the sincerity theme was communicated through the Cassette and non-visual contents such as radio, visual content was not important for fans but sound content was a higher priority for them. Such fans were still interested in Twitter to follow news and read contents through different websites referred to by Twitter. They were more interested in reading and listening than seeing and watching.

"I listen to the religious people while driving. I do not need to see them by video."

Sincerity fans revealed that they are more interested in the topic than the person. When they use Instagram, they prefer exploring feature of Instagram to find new religious and value contents.

"I prefer Twitter in general. It helps me to follow news and follow my fans. Instagram comes next as it has good features such as the explore feature." Sinc-competence

6.5 Motivations to Follow Celebrities

This section validates the findings of the previous chapters. It shows how the results of the first two chapters of the analysis are consistent with the followers' points of view. Each celebrity account type has its own characteristics and features which lead to different types of motivations to follow.

6.5.1 Competence

The main motivation to follow a competence account is the perception of usefulness. Competence accounts are seen as a source of valuable information because they are led by specialised people.

"I feel these particular accounts are a source of value. They help me with useful and specialised knowledge. I do not have time to read to know all of this knowledge." Soph2

The valuable information can range from historical information to technological information.

"I love to follow certain specialised accounts because they give me valuable historical information about Andalus (Spain) and other countries' histories." CO-Ex1

"I follow technologically specialised accounts to give me valuable reviews about new technology." CO

Indeed, these people were asked why they follow these particular accounts for this kind of information and not others; the answers were:

"I know him. He has PhD in history. He is a very specialised and knowledgeable person about history." Co-Ex1

"I love technologists. He is very professional and he has a degree in technology from the US." Co

In other words, as stated in the previous two chapters. Competent accounts are mainly followed because of the celebrities' knowledge, academic status and ability to show their knowledge to others. If the celebrity fails to demonstrate these capabilities, he will lose credibility in terms of what he is talking about.

"It seems funny to see someone not medical talking about medical stuff. They are dodgy." Co-Ex2

6.5.2 Sincerity

There are two motivations to follow sincerity accounts. They offer valuable knowledge (i.e. perception of 'usefulness') and they offer relaxation. Sincerity accounts, as shown in previous chapters, are thought to be religious and social accounts. The main material for these accounts is subject matter on social values and religious lessons.

"I got a lot of value from following him. I love to follow his updates." Sin-Com

"I feel a lot of usefulness from following them. They are valuable accounts." Soph2

"Their contents are valuable. You got something at the end." Sin-2

The point is not only that they deliver valuable contents, but also the ability to deliver this content to the audience.

"Honestly, he is very clever in delivering valuable religious knowledge easily." Sin-Rug

The main differences between the material introduced in the sincerity and competence accounts are the perception of 'being relaxed' which fans identified as being a part of sincerity accounts. Also, it is not necessary to have academic status to be a celebrity for a sincerity account. The traits identified as indicating trust related to how the person looks and how softly and touchingly he talks.

"I feel relaxed and calm when I listen to him. This is a joy in itself." Sin-com

"I am sympathetic to him. He is smooth and relaxes." Sin-Rug

6.5.3 Excitement

The motivation to follow an excitement account is in order to watch new experiences. As discussed in the previous two chapters, excitement accounts are those which explore new areas, new tourist places, new far away restaurants and new places to visit. Besides being perceived as useful the enjoyment in following these accounts comes from the sense of adventure and sense of humour.

"I love their useful information about the places they visit and see." EXC1#

"They are very simple and have a very lovely sense of humour. I enjoy their characters and their experiences." Op2

"I love those accounts. They see new countries, new adventures and a new culture. I love to see how others live." Sin-Ex

6.5.4 Ruggedness

The motivation to watch ruggedness celebrities was identified as arising from enjoyment seeing people with spontaneous actions and behaviours. Mainly, fans identified such accounts as being fun because of the naivety of the celebrities.

"I prefer X for his simplicity and his spontaneous behaviour. I feel he is far from complicated and over sophisticated." OP1

"I do not love competent accounts. They advise too much. X and Y made my day by having funny and unusual actions and contents." OP3

6.5.5 Sophisticated

The motivation to watch sophisticated accounts is to see expensive and luxury products. The main reason here is that fans dream to be like the celebrities one day.

Not only that, for women, such accounts can inspire their fashion trends and their make-up.

“I love to follow these celebrities because of their ways of doing their make-up. I always learn from them.” Soph1

“I admire how they live their lives. I dream of doing what they are doing.”
Soph2

6.6 Motivations to Purchase

As proposed from the literature, when an audience watches a scene, there are two different purchasing motivations. The first motivation is to explore tourist place or product and service characteristics (Raju, 1980). The second motivation is to imitate the celebrities in the scene (Centeno and Wang, 2017). For this section, based on the interviewee preferences, each interviewee watched an advertisement made by his/her celebrity. Afterwards, interviewees answered questions about their attitude and purchasing motivations towards the product and place. The motivation question used was “Why do you want to buy the product?” and the attitude question was “What do you think about the product?” “Do you feel you want to buy or try it?”

6.6.1 Motivations to Explore

Motivation to explore is the desire to go and discover the features and characteristics of new products, services or places (Stefany, 2014). It has been found that competence, excitement and ruggedness account fans have the motivation to explore not to imitate whereas the sincerity and sophisticated account fans prefer to imitate not to explore. Each of them is discussed and explained in the following sections.

Competence

Because competence account fans are more interested in the idea or topic than the person, their main motivation to purchase after watching an ad is to explore the place, products or services in the ads. For instance, the first ad watched by interviewees was an advertisement made for a healthy food restaurant created by a

content (nutritionist) celebrity. The inclination was to buy with the motivation to explore other foods in the place.

Co: *"Yes, I am interested in buying the product."*

Researcher: *"Why?"*

Co: *"I wish to see it and try it. It seems to have delicious meals."*

The other competence interviewees also showed a similar attitude with a similar motivation.

"I see it as a nice place to go. I love budget. I want to see what their offerings are." CO-Ex1

"It is Ok. I may call to them to find out about their menu list to know what they are offering." Co-Ex-2

Excitement

Excitement fans are motivated to explore not to imitate. The reason they follow excitement celebrities is to explore new tourist places. This was reflected in their motivations to purchase products advertised by their own excitement celebrity. Indeed, they also saw restaurant advertisements. One interesting observation is that they commented on the place more than the food itself.

"I loved how he offered the product and the restaurant environment. I am interested in going to see this restaurant. I am interested in trying this place. It is kind of my curiosity." EXc1

"It is an interesting place. It is new! I have not been to it before. I want to explore this place ... explore its prices, quality and environment." Op2

Ruggedness

Ruggedness celebrity account fans are motivated to follow accounts in order to watch odd and new unexpected behaviour. This is reflected in how they see and are motivated by ads made by their celebrities. Their motivation is to explore these places. However, the aim is not to explore the food or the place but to explore the place where a celebrity has done funny and odd things.

Op1: *"It is a really funny video."*

Interviewer: *"Would you like to go to this restaurant?"*

Op1: *"Certainly."*

Interviewer: *"Why?"*

Op1: *"I am interested in going to the place to see where he did these funny things."*

Interviewer: *"Do you want to explore the food or the restaurant environment?"*

Op1: *"I am interested in exploring this context where the funny things happened."*

6.6.2 Motivations to Imitate

Motivation to imitate is the desire to buy a product or to visit a place to feel the same feelings, live the same life or experience the same experiences as the celebrity in the scene (Bhatnagar and Nikolaeva, 2014). The two celebrity account fans demonstrated that they follow to imitate not to explore sincerity and sophisticated accounts. The two fans both psychologically attach themselves to the celebrities and mimic them in everything not only purchasing behaviour.

Sophisticated

The fans who follow sophisticated accounts are overwhelmed by their lifestyle, clothes, fashion and how they live. The main motivation in following is to try to live their lives in terms of luxury lifestyles and expensive cars and make-up. Being attached to the celebrities affects everything including how they speak and how they talk.

"To be honest, I follow her day and night. I feel I have taken her way of talking and her style of pronouncing words." Soph 3.

The motivation here is to being psychologically and physically attached to the celebrity.

Soph-Ex: *"I will buy it."*

Interviewer: *“Why?”*

Soph-Ex: *“For myself, to be seen as being as rich as this celebrity. To have her prestige and her luxury. I watch her day and night. I imitate everything she does. You know what, I feel myself preferring the same colours as her.”*

The motivation “to live his/her life” was identified by all three participants.

“I love to live his life in every single way. I wish to have millions like them.”

Sop2

Therefore, when they watched the ad made by a celebrity, the main motivation for them was to live the celebrity experience as far as possible.

Soph1: *“Not necessary I can afford it.”*

Interviewer: *“What if you can afford it?”*

Soph1: *“Sure, I will buy it. I love his style. I wish that I can live his life.”*

Sincerity

The sincerity account fans see sincerity account celebrities as their role model. This is because sincerity account celebrities highlight religious topics which psychologically motivate watchers to imitate them. Therefore, it has been found that the motivation for these fans is to feel safe and feel trust. This is reflected in their responses to ads on their chosen accounts.

“I will go to taste this juice. I am sure it is guaranteed. I follow him. I trust all his choices.” Sin-Com

6.7 Celebrity Credibility

Celebrity credibility is necessary to ensure the advertisement is successful. Thus, the first criterion for trust which is shared by fans from different perspectives is consistency. According to source credibility theory (Erdogan, 1999), trust in the celebrity review is based on the audience perceptions of the celebrity knowledge in the product, celebrity attractiveness and his/her expertise (Ohanian, 1990; Teng, Wei Khong, Wei Goh & Yee Loong Chong, 2014). In this research, source credibility

theory is extended to include the concept of consistency to reflect the celebrity advertisements in terms of how it fits with account personality. In other words, **sophisticated** accounts are expected to talk about expensive items, luxury and fashions only. If a sophisticated account celebrity tried to talk about medical products or a restaurant, usually an audience would not trust her endorsement.

"I trust in her. She is elegant. She has wonderful make-up and fashion style." Soph-exc

Likewise, the **specialised** physician is not expected to talk about fashion or financial issues. This would not make sense to an audience.

"I trust the specialist when he talks about his area. I do not expect a physician to talk about Wall Street." Co-Ex1

Excitement celebrities are not expected to talk about medical staff. Fans only accept him talking about new places they are visiting or restaurants. If they talk, endorse or advertise other things, this reduces trust in him.

"He is always unbiased. I trust him as he does not have any interest in politics or religious perspectives." Exc1

Ruggedness accounts are simple and naïve for the simple people and to the folk. Thus, they are expected to talk about simple things such as restaurants but not sophisticated things or anything specialised.

"He is a simple guy. I follow him because he is spontaneous. I love to try his endorsed restaurants. But if he is talking about cars, I will not watch him. He will be misleading me." Op3

Sincerity accounts are expected to talk about values and religious concepts. They are not expected to talk about make-up or fashion.

"I feel he is honest from his way of talking about his values." Sin

Thus, the first issue when building trust is consistency in the message. This is the same conclusion as that drawn in the previous chapter. Trust is built through consistency.

Each type of account has different requirements for being trusted. Sophisticated accounts are perceived to be trusted according to their fashion and how expensive their clothes are whereas sincerity accounts are trusted according to their way of talking and expressing their values. Ruggedness accounts, because they are followed for their spontaneity and fun, are trusted because their celebrities talk in a spontaneous way. Finally, excitement celebrities direct their content towards young people and focus on adventure and new places to visit. They are always trusted because they are unbiased in terms of politics, family or religious aspects.

Celebrity	Trust Criteria	Evidence
Sophisticated	Elegance	<i>"I trust in her she is elegant. She has wonderful make-up and fashion style."</i> Soph-exc
Competence	Specialised	<i>"The specialised person is always honest in his area. He knows very well what he is talking about."</i> Co <i>"Sometimes I have tried the advice of others who are unspecialised. This hurt me a lot, especially from those who are fashionistas and stylists who do not give honest advice at all."</i> Co-Ex2
Excitement	Unbiased	<i>"He is always unbiased. I trust him as he does not have any interest in politics or religious perspectives."</i> Exc1
Ruggedness	Spontaneous	<i>"They are behaving spontaneously. Very naïve and simple behaviours show they are not making it up."</i> OP1

		<i>"Most of the others edit their videos to make them perfect. Full of lies! I trust this account because he is very simple and straightforward." OP3</i>
Sincerity	His way of talking from the heart	<i>"I feel he is honest from his way of talking from his values."</i>

Table: 6.7 celebrity, trust criteria, and evidence

6.8 Summary

This chapter has fulfilled one of the objectives of this study by investigating factors which identify the motivations of Kuwaiti customers in following Instagram accounts of particular celebrities and considering these accounts as a source of credibility for exploring, imitating and purchasing. The findings indicate that the motivation to purchase, explore, and imitate differ according to the types of fan who use celebrity accounts. As such, excitement fans focus on the topics which focus on new places to visit and new experiences. Thus, they are keen on the quality of pictures and videos. Likewise, sophisticated fans, who are interested in watching luxury products and fashion, enjoy the quality of pictures and videos.

However, fans are different in terms of how they trust celebrities. For sophisticated fans, celebrities can be trusted due to their elegance. In other words, increasing the cost the fashion and cars owned by the celebrity would lead to increasing the trust of people. Excitement celebrities are seen as being unbiased in terms of giving fair reviews of new places being visited regardless of the political or religious perspectives. Thus, they are trusted based on being unbiased. Finally, ruggedness fans prefer natural and unprepared settings. In other words, they prefer Snapchat because videos cannot be edited. Thus, they prefer watching videos created by normal, naïve people. Thus, such celebrities are trusted by being spontaneous and naïve.

This research has shown that consistency between the celebrity personality and products advertised is critical (Holloman, 2014). In this research this is seen as a matter of building trust. In other words, medical products are best promoted by

doctors whereas hotels are best promoted by excitement personalities. Every celebrity can fit with a product matching his/her account personality.

Finally, the motivations to shop online after watching an ad are different based on the celebrity. Competence, excitement and ruggedness fans are more motivated to explore than to imitate celebrity endorsed products. In other words, these fans are motivated to explore a restaurant in terms of discovering the environment, the menu and the food. The reason for this is that excitement fans are watching to explore new areas, while ruggedness fans are motivated to discover the place where a funny or spontaneous celebrity has been. Finally, competence fans watch to gain new knowledge and information. Thus, they are motivated to explore the products advertised by those celebrities.

Sophisticated and sincerity fans have more of a tendency to imitate than to explore. The reason for this is because each celebrity acts as a role model. Sophisticated people are seen to live in a way which is difficult to achieve but desirable. Thus, fans imitate them as they want to attach themselves to these celebrities. Likewise, sincerity celebrities are seen to be good role models and imitating them makes fans feel they are living in a good way. Thus, such fans are more keen to imitate products and places advertised by those celebrities.

Fans	Focus	Features of Instagram highlighted	Motivations to follow celebrities	Motivations to shop online
Competence	Person more than content	Follow certain professional + availability for <u>the long time</u>	Knowledge, academic status and ability to show their knowledge to others.	To explore
Sophisticated	External appearance	Visual contents + popularity	To see expensive and luxury	To imitate

	more than content		products, to be like them one day, and for women, this can inspire their fashion trends and their make-up.	
Excitement	Topic and visual content more than person	Visual contents + explore feature	watching new experiences and enjoyment	To explore
Sincerity	Topic more than person	Reading, sound + explore feature	Getting valuable knowledge and being relaxed	To imitate
Ruggedness	<u>Spontaneous</u> and not edited content	Snapchat as videos are not editable	To see people with spontaneous actions and behaviours	To explore

7 Discussion and Conclusion

7.1 Introduction

After collecting and analysing the data through various data collection tools in order to tackle the objectives of this study, this chapter answers research questions introduced in Chapter 1 of this study. Thus, based on the analysis of the findings in Chapter 4 about exploring Identify the situations where the application of Aaker's brand personality on social media accounts (Instagram accounts) can bring success for customers (SMEs) who used Instagram accounts as brand personality, Chapter 7 tackles the following question: How SMEs select the right celebrity based on the fans' definitions including their relative perceptions of the credibility of each celebrity?

Moreover, based on the findings of Chapter 5 which has tackled two objectives in this study (i.e. the factors that delineate the adoption of social media accounts (Instagram accounts) amongst SME managers within the domain of Kuwait, and pinpointing the personalities of particular social media accounts (i.e. Instagram accounts of celebrities) in order to know the basis upon which SME managers are attracted to use these accounts to develop brand personality, Chapter 7 answers the following question: -How the fitness between the SME and celebrity and between fans and celebrity can be translated into selection basis for SMEs and a following up basis for fans?

Furthermore, based on an analysis of the findings in Chapter 6 of this study, the various types of fans and their motivations to answer two questions (i.e. how different celebrity types could lead to different motivations to purchase? And What are the psychological influences the celebrities have over their fans and how this motivation works out or how this interrelationship develops?) were explored.

Answering the aforementioned questions would enable the main aim of this study to be fulfilled, namely in exploring the credibility of using Kuwaiti celebrities' Instagram accounts as brand personality and the credibility of each brand personality amongst SME users and ordinary users. Achieving the aim of this study allows the researcher

to develop a framework for understanding the relationship between the basis of SMEs' selection of different account celebrities' personalities and audience credibility of the accounts so that the SME selection process can be improved. The study's framework has been informed by this aim in designing the data collection methodology and analysing the findings. The final version of the framework is illustrated in Figure 7.1. The framework consists of three main components.

The first component is celebrity taxonomy. Celebrities are classified into categories: sincerity, competence, sophisticated, ruggedness, and excitement. The five groups are described using four dimensions: topic, voice tone, character and appearance. The second component of the framework is a model to understand the selection process of SMEs. SMEs select celebrities not only based on their credibility and matching up identity as in the literature (Chua, Deans & Parker, 2009; Howard, Mangold & Johnston, 2014), but also, as found in this research, according to the target market audience, consultant advice, and the number of active and engaged followers. In Kuwait, consultancy services to help SMEs to select celebrities are new and there are many competitors. Thus, SMEs are more taking professional consultation may be more than they looking at somebody similar to them. Indeed, it has also been found that different market characteristics push SMEs into select different celebrities. In other words, specialised products are promoted by competence celebrity accounts whereas fashion and elegance products are more promoted by sophisticated celebrity accounts. Sincerity, which focuses on social values, are used more to promote religious and society-building products and services such as nurseries and schools. Finally, new restaurants in new places are promoted to those who want to explore new restaurants by excitement celebrities, whereas folk restaurants target simple people who prefer the simplicity and naïve behaviour which is attributed to ruggedness celebrity accounts.

The third component of the framework is the audience perspective. Audiences follow different celebrity personality types for different reasons. Based on different motivations, different credibility criteria are highlighted. In other words, it is known from the literature that credibility is based on attractiveness, expertise and trustworthiness. In this research the relative importance of these factors has been

found to be different based on the celebrity types. Whereas attractiveness is associated with a sophisticated celebrity who is followed for their prestigious fashion, expertise is associated with a competence celebrity who is followed for his/her knowledge and experience. When the advertisements as well as the celebrity personalities endorsing a brand are attractive, these automatically encourage people to connect with the brands. Hence, it is of utmost necessity for Kuwaiti SMEs to select attractive celebrities and also make the advertisements as presentable and appealing as possible so as to increase the number of followers of the celebrities as well as attracting more and more customers in the market. Also, two new dimensions are added with this model: being socially unbiased and not promoting any ideological, social or political opinions are both seen as being a source of credibility for excitement celebrities who are followed for their adventures.

Also, being spontaneous and naïve has been identified as a source of credibility for ruggedness celebrities. Indeed, these findings are compliant with situational theory (Al-Khalifa & Eggert Peterson, 1999). Each celebrity account personality is followed for different motivations which lead to their having different credibility criteria. Based on the type of credibility a motivation to purchase follows. In other words, when fans follow because they attach themselves psychologically with the celebrity, the motivation is to imitate. However, when they follow because of the celebrity's knowledge or behaviour (e.g. funny behaviour, adventure), the motivation is more to explore than to imitate.

7.2 Discussion of the findings

In relation to classify celebrity account personalities based on Aaker Model, this classification is based on Aaker's model which was developed to classify pictures (Aaker, 1997), advertisements (Khandi et al., 2015) and text explaining celebrities (Zamudio, 2016). However, it has not been used before for classifying celebrities in terms of their blogs, topics, voice, appearance and their personal characters. These aspects of classifying celebrities were rooted in the data not the literature. Thus, this research contributed to knowledge by proposing these dimensions to classify celebrities' accounts based on personality in Aaker's model. According to this model, people's personality traits are the major factors which motivate or influence other

people to be connected with them. By perceiving and judging celebrities and their behavioural qualities, SMEs manager and fans feel highly motivated and influenced to be connected with brands and also tend to purchase those products and services highlighted in the advertisements. The classification is found to be valid and reliable as 2 focus groups, audience interviews, and SME interviews were satisfied with these dimensions of classification and their attributes.

Sincerity celebrity accounts discuss religious and social values. Thus, it is more socially acceptable for their celebrities to be smiling and wearing Islamic and traditionally accepted clothes. Moreover, they are always use a soft and touching voice which leads to relaxation and peace. The sincerity celebrities symbolically represent their religious and cultural faiths and beliefs on social media advertisements and on their accounts which facilitates their followers a lot. Their approach and style is very soft and traditional and this also attracts a lot of followers.

Excitement accounts are driven by young people who are enthusiastic and keen to explore new tourist places. They wear casual clothes to convey adventure-related messages. The excitement accounts are handled by celebrities who like to be excited and enthusiastic in life. The followers of these accounts tend to relate their own excitements with those of the account holders and thus they are widely influenced. These celebrities like adventures and tend to explore new things in life and this attitude is liked by many people.

Sophisticated accounts are dominated by elegant women and men wearing expensive clothes and visiting luxury hotels and these focus on luxury-related topics. Also, these celebrities have a unique way of speaking and pronouncing words by combining Arabic and English.

Ruggedness celebrity accounts take a sarcastic approach and use abusive language to attract their audience. The approach of these celebrities is very rude and tough which tends to de-motivate people from following their accounts. They use harsh words and speak loudly which is simply not accepted in Kuwaiti culture. The odd and weird clothes that they wear encourage people to unfollow those celebrities.

The above findings are compatible with section 2.8.3 in the literature review of this study.

Finally, competence celebrity accounts which discuss specialised topics such as nutrition, law or technology are more based on the celebrities' affiliations, academic status and professional experience. They are well organised in their speech and the celebrities wear professional clothes.

This research classified celebrities based on their account personalities into sincerity, sophisticated, competence, ruggedness, and excitement. Based on this classification, it has been found that the source of credibility is not equally important for all celebrity personalities. Sincerity personalities are more trusted due to their trustworthiness, not attractiveness. However, sophisticated celebrity personality accounts are more credible due to their attractiveness rather than trustworthiness. A competence celebrity account personality is credible due to the expertise and professional and academic affiliations of the celebrities. Additionally, this research found that sources of credibility are extended to include perceptions of being unbiased and spontaneous in terms of visiting new places and adventure. Ruggedness celebrities are perceived to be credible because they are naïve and funny. It seems to their audience that their spontaneity is the main reason they are credible as they are not making things up and everything is natural.

In relate to categorise celebrity accounts' credibility based on Ohanian Model and their personalities based on Aakar model, the classifications cannot bring success to SMEs managers without considering credibility criteria of Ohanian (1990). Thus, instead of a mere knowing about classifications of brand personality of Instagram accounts, SMEs tend to select Instagram accounts that satisfy credibility criteria. This is a theoretical contribution of this study.

Furthermore, with regarding to Aakar Model, this study has explained that under each factor in Aakar model, there are four issues that play significant roles in the use of particular Instagram accounts (i.e. character, appearance, tone and topic). This classification of celebrities based on the aforementioned four types constitutes a new contribution to the existing knowledge.

In regard to identify the fans' motivations to follow and purchase each celebrity account, fans, Kuwaiti customers, of the celebrity personality accounts have different

perceptions, beliefs and thought processes which reflect upon their approaches, behaviours and style. The perspectives of fans are all different from each other and thus their way of thinking or looking at things differs considerably. Fans have different preferences and motivations for following the personal accounts of celebrities on social media. As the celebrities are classified into sincerity, excitement, ruggedness, sophisticated and competence, the fans are also classified in the same manner.

It was noticed that sincerity fans prefer to discuss religious and spiritual things. The contents discussed in the accounts of sincerity celebrities must contain topics on religions, culture and tradition which will attract the fans. They feel that discussing these issues gives them peace of mind and relaxation. Thus, they focus on auditory and readability features of the social media platform. Indeed, they have a greater tendency to look at their celebrity as a role model because s/he embodies peace and relaxation which is searched for. Thus, such fans have a tendency to imitate the celebrities' purchasing behaviour and they may be keen to buy in order to imitate them.

Competence fans will follow the personality accounts of competence celebrities because they feel that the contents discussed in their account profiles are up-to-date and competitive. The fans feel that competence celebrity accounts can provide them with all sorts of important and knowledgeable information. Thus, they focus on the availability of content and the richness of the content of the social media platform. Since their passion is to seek knowledge, these fans are more inclined to follow advertisements by a competent celebrity to explore the features advised and recommended by the expert.

Sophisticated celebrities are followed by fans who are seeking fashion, luxury items and luxury brands. Thus, the quality of the visual content of social media is their top priority so they can enjoy watching these brands. Their motivation, from the interviews, is to be able to imitate. The reason for this is that these fans see these celebrities as being unreachable (Peter and Olson, 1996) and see them as stars to be imitated (Wattanasuwan, 2005). Thus, imitating their behaviour is psychologically perceived as being like them.

Excitement personality account fans are keener to follow adventures and new experiences. Thus, they prefer the exploration feature of social media besides the quality of visual content. Indeed, they follow celebrities who take pictures and film in new and different tourist places. They are mainly motivated to explore these places rather than just imitating the celebrity experience.

Ruggedness personality account fans seek fun and joy. They are keen to see naïve interactions and natural things. They do not like to see made up scenarios. Thus, they prefer Snapchat to Instagram as videos in Snapchat cannot be montaged and edited. Since they wish to see funny and unexpected behaviour, their motivations are mainly to explore new things rather than to imitate. According to the literature, fun is always attached to a new joke or event (Gartner, 1994). Thus, they are motivated to explore.

In the literature, there are two main motivations to use social media. They are extrinsic and intrinsic motivations (McCracken, 1989). This research contributes by highlighting a new dimension to extrinsic motivation which is “seeking new spiritual feelings” for sincerity fans and a new dimension of intrinsic motivation which is “exploring new tourist places”, whereas the other categories are supported by the literature and related to seeking new knowledge (Lee, 2009), seeking updates on fashion lines (Yen et al., 2010), and fun and joy (Lin and Lu, 2011). Furthermore, a novel model has been generated which joins the motivation of people to purchase with advertisements that exist on celebrities’ Instagram accounts. This is a new contribution within Kuwaiti domain as there are no studies that have established a similar connection. Furthermore, this research has generated a novel model that investigates the potential relationships between ads produced by distinctive celebrity accounts and the audience motivations to purchase. The motivation to purchase, explore, and imitate would differ between customers based on the character of celebrity they follow.

In relate to explore the SMEs basis of selection of the celebrity account, regarding the selection process for a certain celebrity on a certain social media platform, in this research it has been found that the process consists of starting by asking

consultants to propose some celebrity names along with their social media platforms. Based on the proposed group, the SME owner selects one that fits with his own values taking into consideration the number of active interactions and followers. Finally, the SME owner looks at the celebrity who is most followed by the targeted market, as is apparent from the profile of commentators and shares. Indeed, not all SMEs follow the same process. Some of them have experience and do not have a budget to pay for professional consultants; others are not mature enough to understand the importance of selecting a celebrity who fits with the target market, not only the SME manager's own values.

The me	Celebrity Taxonomy					Definition of Credibility		Motivations to				Key Accounts
	Character	Appearance	Topics	Voice	Focus	SMEs	Audience	Social M	Use Instagram	Follow	Purchase	
Sinc	Religious, calm and peaceful	Always smiling and calm faces	Family, social and religious values	Touching the heart and soft	Topic more than person	By religious speeches which are inspiring	His way of talking from the heart	Seeking new spiritual feelings	Readability and auditory features	Relaxation and social values and religious lessons	Imitation	@hajajalajmi @pstv_kw
						Trustworthiness		Extrinsic*				
Comp	Professional or academic character	Professional clothes	Professional topics including	Professional and well organized	Person more than content	Through the specialized knowledge	Specialized, academic and professional	Seeking new knowledge	Availability for a long time,	Knowledge and being updated	Explore	@dr_abdullah_almutawa @_abdulwahab_

	er Speciali sed in a certain professi on		nutrition ists and law	ed		ge	onal status and affiliatio ns		rich conten t	d		
						Expertise		Extrin sic				
Sop	Stylish and unique. Wearin g very expensi ve clothes and lifestyle	Very expensi ve clothes and elegant make- up	Make- up, fashion and trends	Unique style of talking and accent. Mixing Arabic and English languag e	Externa l appear ance more than content	By expensi ve fashion, make- up and their style	Eleganc e, cost and price of fashion worn	Seekin g for fashio n, update s on fashio n	Visual conten ts, explor e feature , popula rity	Be inspirin g their fashion trends and their make- up	Imitat e	@ahoodalenzi_ @rawanm binhussain
						Attractiveness		Intrins ic				
Exc	Comedi an and love	Normal but casual	Touris m, explorat	Comedi an, enthusi	Topic and visual	Being politicall y and	Unbiase d with no	Seekin g to explor	Explor e feature	Explori ng new tourist	Explo re	@7amadqalam @daneeda_t

	adventures and travelling	clothes	ion and travelling	asm and action	content more than person	socially unbiased	ideological/political bias	e new areas and places to visit	, visual contents	areas, sense of adventure and sense of humour		
						Unbiased*		Intrinsic				
Rug	Offensive and savage	Odd, weird and against social values	Offensive and sarcastic topics	Offensive, loud and abusive	Spontaneity and not edited content	By being naïve and spontaneous	Spontaneous and simple	Seeking fun and joy	Snapchat as videos are not editable	Fun by being very naïve	Explore	@3bodka @tareq_al_al@concept15
						Naïve and Spontaneous*		Intrinsic				

7.3 Contributions to Knowledge

There are two contributions (i.e. theoretical and practical).

7.3.1 Theoretical Contribution

A novel framework has been developed for a comprehensive and holistic understanding of SMEs' and customers' credibility and selection criteria. The uniqueness of this framework arises from the integration of Aakar's (1997) model and Ohanian's (1990) model. Thus, instead of a mere classification of the type of each celebrity based on Aakar's model, this study has indicated the level of credibility attached to each type of celebrity account character on Instagram. Furthermore, this study has extended Ohanian's model of credibility which includes trustworthiness, attractiveness, and expertise, to include two other factors (i.e. social unbiased, and spontaneity and naïvety). Based on these new findings, theoretical framework is developed from examining private cases. Hence, based on this theoretical base, future researchers can test the developed framework on various contexts rather than Kuwait. Furthermore, through these findings, it can be deduced that both Aakar model and Ohanian model provide neither extensive nor immaculate list of brand personality and credibility criteria that do exist. This triggers the importance of testing these models on distinctive domains in order to decide whether these classifications are exhaustive or not.

The novel framework can be shown in figure 7.3.1.

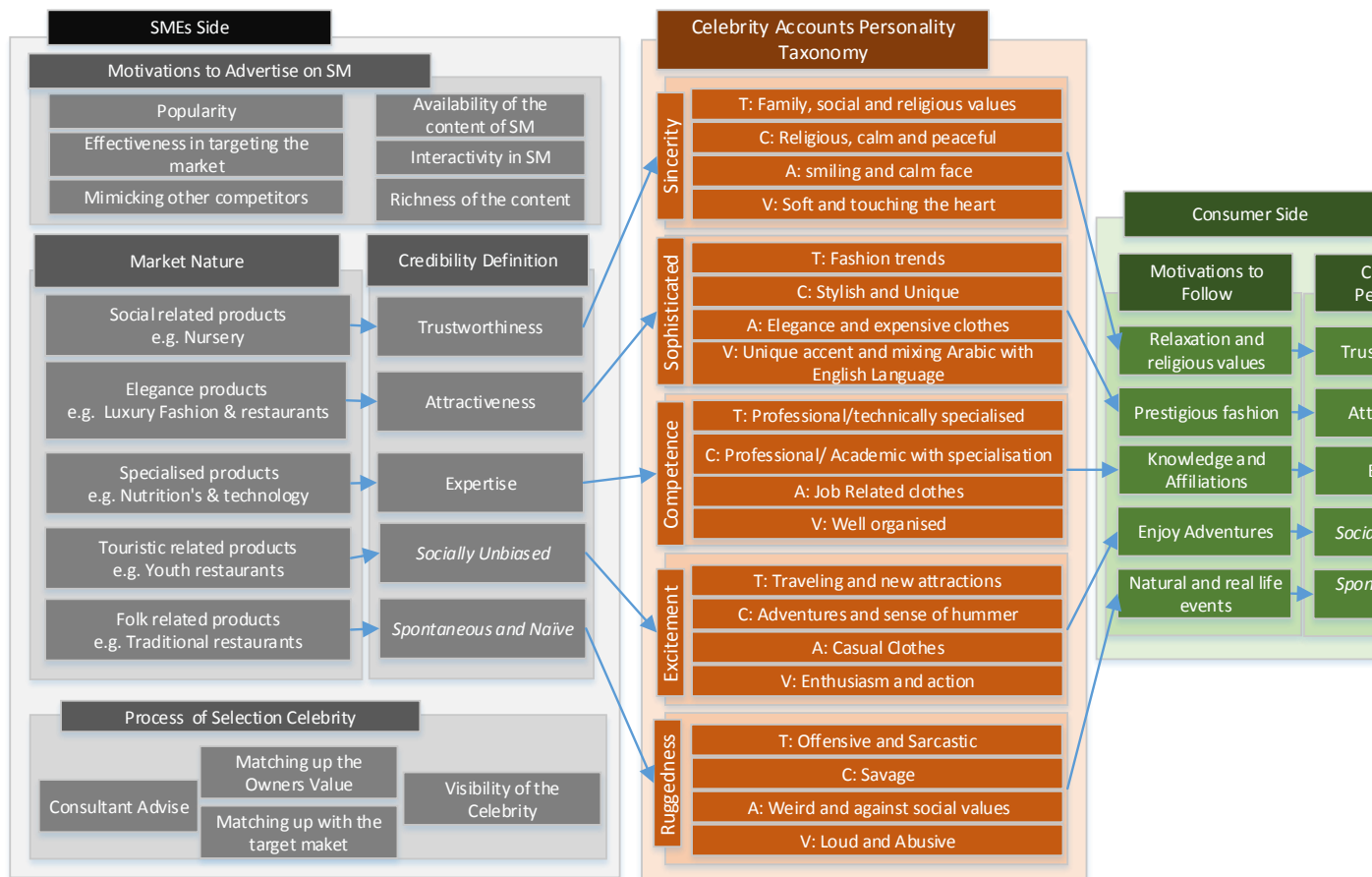


Figure 7.3.1: the Proposed Framework based on the Findings of this Study.

According to figure 7.3.1, it can be seen that SMEs are motivated by a number of factors to use celebrities Instagram accounts. Furthermore, process of selecting celebrity is influenced by factors (i.e. based on advice from a consultant, matching between the SME's owner (manager)' value on the one hand and the celebrity' values on the other hand, matching up with the target market, and visibility of the celebrity. The existence of various characteristics of celebrities would afford a range of choices for fans to select their favourite type. When creating a match between celebrity Instagram account on one hand and fans on the other hand, there will be a tendency from the fans to imitate and to purchase products and services that are posted on the celebrity Instagram account. Moreover, fans would be impacted by the role of credibility factors (i.e. trustworthiness, expertise, attractiveness as well as

socially unbiased, and spontaneous and naïve) when imitating and purchasing based on the contents of Instagram accounts.

This research has developed **a novel process to classify** social media celebrity accounts based on Aaker's Model. As such, this study has explained that under each factor in Aaker's model, there are four issues that play significant roles in the use of particular Instagram accounts (i.e. character, appearance, tone and topic).

This classification of celebrities based on the aforementioned four types would constitute a new contribution to the existing knowledge. This means that each type of brand personality (i.e. competence, sincerity, excitement, ruggedness, and sophisticated) would have unique character, appearance, tone and topic. Accordingly, theoretically, while two different celebrity accounts might have the same brand personality such as competence, they differ from each other in terms of tone and topic.

This would lead to dramatic results when dealing with the theoretical issue of big data. As such, trying to gather celebrities who have the same brand personality (e.g. excitement) in one group in order to direct this group towards one aim (e.g. marketing a particular product or even voting in one direction) would lead to fluctuation results. Due to the fact that some excitement celebrity accounts might have different appearance and topics as found by this study.

Interestingly, in case of company such as Cambridge Analytica which harvested and harnessed the accounts of facebook users towards shifting the Brexit vote and skewing American presidential elections in 2016, using big data was done based on the traits of each facebook owner. As such, big data was built based on gathering the brand personality of each facebook account's owner and then grouping similar the brand personality of each facebook account into one group. In other words and for clarification, facebook account users who are labelled as competence are grouped together, while facebook account users who were classified as ruggedness are grouped together, Then, Cambridge Analytica start disseminating unique marketing ideas (voting messages) amongst groups that are competence and distinctive marketing ideas (voting messages) amongst groups that are classified as

ruggedness. For instance, for the competence group, the message was Hillary is not competent (crooked), while for the ruggedness group the message was Hillary is a non-tough women. This leads to shifting the vote in the elections.

Remarkably, from a theoretical point of view, the more the researchers can differentiate between celebrities Instagram accounts based on new brand personalities, the more the accuracy of the big data would be. Thus, the theoretical importance of this study is stemmed from its new contribution in providing new ways (i.e. character, appearance, tone and topic) of differentiating between celebrity Instagram accounts.

A novel model has been developed which connects the motivation of people to purchase with advertisements that exist on celebrities' Instagram accounts. This is a new contribution within the context of Kuwait as there are no studies that have established a similar connection. Theoretically, these findings assert on the intrinsic herd mentality imbedded within the humans. In other words, changing the attitudes and behavior of people (e.g. ordinary) who follow the others can be done through changing the attitude and behavior of people (e.g. celebrities, leaders) who are followed. A prominent example is about Rihanna who is a celebrity said that "SNAPCHAT I know you know you ain't my fav app ... Shame on you. Throw the whole app-oligy away." After these 53 words post, snapchat lost 4.5% of its value due to the spread of hashtag #RihannaEndedSnapchat.

This is an interesting; yet, serious issue from theoretical point of view because it triggers a query about the extent to which humans do have freedom of selection. In simple terms, if a person can be motivated to imitate, and motivated to purchase based on the other's desires; then, it is necessary to question the logic of the followers and their freedoms. This would invariably lead to the same result the Cambridge Analytica' Alexander Nix concluded which asserts that people are irrational and in order to win their approval, it is necessary to play on their emotions rather than their minds. Thus, it is essential to understand the issue of motivation to imitate and to purchase and even to vote in order to control consumer consumption of the people and even controlling the democratic process in a broader context.

For the above argument, this study constitutes a contribution to understand this psychological warfare tool (i.e. the necessity to understand the importance of emotions for human (e.g. SMEs managers and fans in this study) in order to manipulate their behaviours). Furthermore, this study asserts on the significance of changing the behaviour of the important people (e.g. Instagram celebrities) in order to shift the behaviour of the followers.

7.3.2 Practical (Managerial) Contribution

This study has developed **a new model** to investigate the potential relationships between ads produced by different celebrity accounts and the audience motivations to purchase. As such, the motivation to purchase, explore, and imitate would differ between customers based on the character of celebrity they follow. As can be seen in Figure 7.1, celebrity accounts that enjoy attractiveness and trustworthiness would motivate customers (fans) to imitate, while in the cases of accounts that are spontaneous and naïve, socially unbiased, and demonstrating expertise, the customers would tend to explore the celebrity accounts.

7.4 Research Implications

The outcome of this theoretical knowledge would have substantial practical contribution on the performance of celebrities themselves within the context of Kuwait if they wanted their Instagram accounts to be usable and trustworthy as brand personalities. In details, the assertion on the importance of credibility in any Instagram account as a prior condition for using it as brand personality is compatible with the ideas of Chevalier and Mayzlin (2006) which argue that, in the digital era, building online marketing should begin with establishing a foundation of trust. Building trust might be easy target; yet, trust like rose, it withers soon after any failed test. Thus, there are a number of methods to establish trust (i.e. personalise communication, create fans, and nurture credibility). With regarding to nurture credibility, reputation of celebrities does matter, especially in the age of social media and online businesses where customers (such as SMEs) can feasibly check the reputation of particular celebrity online and take their step to adopt or not to adopt particular Instagram account as brand personality based on their credibility level.

Thus, this study provides both theoretical contributions to the current literature in general and practical contribution within the context of Kuwait.

According to these research findings, the following research implications and recommendations arise. Different products with different characteristics should be promoted with different celebrity account personality types. In other words, this research does not argue that one character fits all. Specialised products, especially health-related products, are believed to be more credible if they are advertised by a doctor than by an actress. Also, the credibility of the doctor is expected to be higher than if, for example, a religious person was presenting a product. Although this religious person may be considered trustworthy, because of the nature of the product, credibility can be improved by expertise only not by general trustworthiness or attractiveness.

Likewise, this research argues that ruggedness celebrity accounts use simple, naïve and abusive language, which, in the Kuwaiti context, in the youth community, may be more credible than an actress who is fabricating the environment. Thus, as proposed in the research, the folk restaurant, which relies on young customers, uses ruggedness celebrity accounts as they are seen as credible in this society. Also, another segment of the market involved in discovering new places and new restaurants, has credibility not only because of expertise in travelling, but mainly for being socially and politically unbiased. The reason for this is that the Kuwaiti context has several political, ideological and tribal differences. Usually, each individual explores and praises his own background which can affect someone's credibility. Therefore, young people who are open minded and tolerant of differences prefer those who are tolerant to differences and open to different cultural and social experiences and perceive them to be credible. Indeed, it seems that neither attractiveness nor trustworthiness is a key feature for the audience of these celebrities.

Another issue which was considered was the celebrity selection process. Indeed, it was shown that the “Similar-to-me effect” (Erdogan, 1999) can be very misleading. It is not necessarily the case that someone who looks like you is effective in delivering your intended message to the intended market. Although religious people are very

trustworthy in Kuwaiti society, the messages of some promotional campaigns were not as successful as expected. This was primarily because, as proposed in this research, there was a mismatch between the message, audience, celebrity and SME identity. This issue of matching is perceived to be critical. That is why this research argues for external and professional consultation. This professional consultation can eliminate bias in selecting “similar-to-me” celebrities. Moreover, this research argues that SMEs should not pick celebrities simply because of the number of interactions, but also number of relevant interactions in terms of who is doing the interactions. If a significant proportion of the audience is not from the target market, it does not make sense to pick that celebrity for the promotional campaign. Moreover, how credible a celebrity is in the eyes of the audience, taking into consideration the nature of the product and fitness of the message with the celebrity personality, is essential, as noted in the previous paragraph.

Last but not least, since audience exposure to different ads delivered by different account personalities leads to different motivations, SMEs should take into consideration the aim of the promotional campaign in selecting their celebrities. I.e. sophisticated celebrities accounts lead to imitation. Based on this understanding, such an audience may not wish to explore other products sold by the SME, but they may focus on the product advertised only. Indeed, any generalisation of this implication should take into consideration audience personality. Open personalities may wish be more exploratory than that consciousness personality (Amichai-Hamburger & Vinitzky, 2010).

7.5 Research Limitations

There were certain philosophical, methodological and procedural limitations in this research.

There was a philosophical limitation in terms of the ontological and epistemological stances of the research. This research followed an interpretive and social construction approach for research methodology. However, interpretive research is more concerned with the applicability of the findings rather than the generalisability

of the results (Kanellis and Papadopoulos, 2009). Thus, these research results could be replicated in similar contexts or near-similar contexts with precautions. In other words, folk restaurants are not necessarily advised to hire a ruggedness celebrity. This finding was in the context of SMEs. It is hard to say whether a corporation which adopted a similar approach would have similar positive results. SMEs' public relations are not as important corporate public relations which involve large numbers of interactions with different stakeholders (Tench and Yeomans, 2009). Thus, using abusive and sarcastic celebrity accounts may not be as appropriate for a corporation as it is for an SME. Another epistemological issue in this research was that this research adopted an interpretive subjective approach (Walsham, 2006; Stake, 1995) for conducting, coding and analysing the participants' input. Subjectivity may have been an issue which would weaken the research credibility (LeCompte and Goetz, 1982). Thus, this research used the literature to structure the interviews and analyse them. The level of subjectivity cannot be reduced to the same level as affects positivist research (Kanellis and Papadopoulos, 2009).

Methodological issues affect the structuring sequence for the data collection and analysis. This research followed a sequential research approach. In other words, the interviews came after analysing the results of the focus group. Also, audiences were interviewed after SMEs. This benefitted the research in terms of scaffolding the results and arguments. However, the main weakness in this approach is the inability to achieve simultaneous triangulation (Cresswell and Clark, 2007). The researcher found, however, that the benefits of sequential research were more significant than the benefits of having simultaneous triangulation. Additionally, this research did not benefit from grounded theory approach which has obvious benefits such as building the framework from the data (Heath & Cowley, 2004) and prompting a fresh look at the data (Saunders et al., 2007). But the researcher preferred to be more conservative and stick more strictly to the literature in collecting and analysing the data as I believed the credibility of the findings was more important than the possibility of creating something from scratch. Also, grounded theory can take more time and cost more than this research, especially given that this research looks at two different perspectives: SMEs and audience. Moreover, it seems that interviewing celebrities could have improved understanding of the connection between SMEs,

celebrities, and audience. The cost of meeting them, however, was prohibitive for this research project. Finally, case study research could have improved the findings. In other words, taking one advertisement then asking the SME and customers about it may have been helpful. Indeed, this was too difficult because the SME and the advertisement could be traced but I could not trace and chase customers who bought, or who intended to buy as a result of any given advertisement. That is why I selected recent celebrity advertisements which were no more than 3 months old. I contacted all SMEs who advertised and 13 were willing to be interviewed.

Procedural issues represent the third problem. Rejections for interviews were greater than I had expected. The reason for this may be the conservatism of the Kuwaiti community. Also, there were no direct incentives for participating as I had no budget to pay for participants to be involved. All participants were volunteers. I think this affected the number of interviews. However, I feel the number was sufficient as it enabled ideas, contributions and arguments to be mature enough. Thus, the sample size was sufficient in terms of theoretical saturation (Charmaz, 2006). One other procedural issue was that the interviews were conducted in Arabic. It cost me a lot of time to translate and interpret them. These interviews could not be translated or interpreted by anyone as the cultural issues and representation of the ideas could not be interpreted by a non-Kuwaiti person. Thus, I translated interviews myself based on my understanding; is the transcripts are believed to be similar to what was said as I did the interviews and I am Kuwaiti and understand Kuwaiti slang better than any non-Kuwaiti person.

7.6 Future Research

7.6.1 To Apply this Research Model to Big Corporations rather than only SMEs companies.

For this particular research study, the SMEs in Kuwait and their associated customers were selected to evaluate the credibility of using personal Instagram accounts of celebrities in enhancing the brand personality of companies. In order to do this research effectively in the future, big corporate firms should be taken into consideration and the developed research framework should be applied to those.

Nowadays, corporate firms use celebrities to advertise their products (Klionsky et al., 2016). The advantage of using celebrities to endorse a brand is understood by corporate firms to increase their brand reputation in the overall business environment. The corporate selection process for celebrities is not clearly known. What are the mechanisms, tools, and methods for picking the best celebrities? From the literature, the fitness between corporate identity and celebrity identity is known to be a factor (Centeno and Wang, 2017). However, it is not known whether there are any other criteria for this or not. The financial and non-financial aspects of building up celebrity identity and corporate identity are also not discussed in this study. What are the impacts of taking other factors into consideration? All of these questions imply the need for a new research direction to understand the selection process, decision-making process, and the recruitment process of celebrities to speak in the name of, advertise, and/or promote a corporate brand and products. Hence future research, conducting a similar study, should take into account the above mentioned aspects so that more relevant and effective outcomes can be generated.

7.6.2 To Generalise this Study in GCC Countries

Future research studies would be even more fruitful if the study is generalised in the context of GCC countries. The definitions and specifications of the celebrities are context based. In other words, those who are perceived as sincere in Kuwait could be perceived as competent in other countries. It is not known whether the same definitions and classifications of celebrity accounts can be used in other cultures and other countries. Aaker's model for classifying pictures and advertisements has been found to give different results in different countries (Aaker, 1997). Thus, the application of Aaker's model on other social media accounts could offer new results in new contexts. This would help in evaluating the SMEs of all the GCC countries thereby highlighting how the use of celebrity accounts on social media could make a brand globally recognised and reputable. Furthermore, it is necessary to examine the applicability of Ohanian's credibility criteria in a GCC context to identify whether these criteria are suitable or should be extended as was the case in the context of Kuwait. To understand the influence of fans' personalities on motivation when exposed to advertisements from different celebrity accounts. In this research, the

motivations to purchase follow the celebrity social media account personality. This research did not investigate the role of fans' personalities in this context. In other words, open people may be keen to discover and explore more than to imitate if they watch ads on a sophisticated or sincerity account. Indeed, this moderating relationship is not clear and should be investigated. The personality of the viewer could influence which celebrity social media account personalities are preferred and what are the consequent behaviours after watching the ads.

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Appendix 1

PARTICIPANT INFORMATION SHEET

Focus Group members

1. Research project title:

Investigating the role of Social media celebrity accounts' personalities in motivating different followers with different personalities to purchase: A case study of Kuwait.

2. Invitation:

You are being invited to take part in a focus group. Before you decide it is important for you to understand why the research is being conducted and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part. Thank you for reading this information

3. Purpose of the study:

To develop a framework for understanding the role of the existence of the celebrity in videos in a social media context on different personality traits' motivations to purchase.

4. Why have you been invited to participate?

Because we noticed you to be engaged with celebrities' accounts on Instagram. We believe that you can be a suitable source of information for understanding celebrities' personalities.

5. Do I have to take part?

Participation in this research is entirely voluntary and it is up to you to decide whether or not to take part. Your refusal to participate will not involve any penalty or loss of benefits to which you are otherwise entitled. If you do decide to take part in the research you need to sign a consent form (attached with this information sheet). Even after giving consent, you have the right not to answer any question you do not want to, any time during interview without giving a reason and this will not affect your

rights or benefits you are entitled to. If you decide to participate in the research you will be given a copy of the information sheet and a signed consent form for your personal record to keep.

6. What will happen to me if I take part?

If you decide to take part in this research, I will arrange a short interview with you before the workshop. It will take approximately 15-20 minutes. Interviews may be conducted by telephone as well as face-to-face according to your availability. Interviews will be conducted by the lead investigator (Rashed Almerri). You will be given an opportunity to discuss and share your views/opinions regarding social media and celebrities. Additionally, questions will be addressed about your personality traits. This is important to assure that different persons with different personality traits are participating in the workshop. There will be no right or wrong answer and all types of opinions and suggestions would be welcomed and will be given equal consideration. The workshop will be about an hour. The workshop will be administered as follow

- 1- Distribute different accounts on the participants (20 accounts which are believed to represent the five personalities based on Aaker's model)
- 2- A short description of definitions of the personalities
- 3- Ask each respondent to give weight for each personality and the rationale for the weight
- 4- Take the scores on the board and discuss the scores with participants
- 5- Re-distribute the form to ask the respondents to weight them again
- 6- Put the scores on the board again
- 7- Vote whether the classification is accepted by all. All disputable accounts will be removed

7. What do I have to do?

You do not need to change your routine activities and schedule. This participation does not impose any type of restriction at all, before or after interview so you should not worry in this regard.

8. What are the possible disadvantages and risks of taking part?

There is no foreseeable risk of physical or psychological harm to participants.

9. What are the possible benefits of taking part?

Whilst there are no immediate benefits for those people participating in the research, it is hoped that this work will help SMEs to develop more effective online promotional campaigns. You can also indicate if you would like to receive the results from this work; if so, they will be provided to you.

10. What happens if the research study stops earlier than expected?

If the research study stops earlier than expected then in this case the reason(s) will be explained to the participants.

11. What if something goes wrong?

If you have any query/complaint you can contact me without hesitation at my given contact number. However, if you feel that I do not handle your query/complaint appropriately then you can contact my supervisor Dr. Nevine El-tawy at (Nevine.El-Tawy@brunel.ac.uk)

12. Will my taking part in this project be kept confidential?

All the information that you will provide/share during interview will be password protected and hard copies kept in locked cupboards. I will use the information anonymously (participant's name or personal identity will not be used; instead a unique ID will be given for research purposes). Data will also be analysed anonymously by using that unique ID. Similarly, this anonymity will also be maintained during report/paper writing, presentation and publication by not using personal identity.

13. What type of information will be sought from me and why is the collection of this information relevant for the achievement of the research project's objectives?

In the interview, you will be asked questions about different social media celebrities and how and why they are effective in online ads.

14. Will I be recorded, and how will the recorded media be used?

The interview will be audio recorded in order to catch all the necessary details being provided in the discussion. This is important in order to avoid missing any information. The voices will be transcribed to produce a transcript and destroyed after the studies are completed. The tape will not be shared with any individual outside the research team. Prior to submission of the final report, the tape will be kept in locked cupboards. I will analyse data from the interview anonymously (no name or personal identity) and you will not be mentioned in the final report or any publication.

15. What will happen to the results of the research project?

Results of the study will be submitted to Brunel University London by the end of 2017. Participants will not be identified in any report or presentation or publication. Findings of the study will also be shared with Civil Services in Kuwait.

16. Who is organising and funding the research?

Self-funded

17. Who has ethically reviewed the project?

This research has received ethical approval from Ethics Committee of the Business School at Brunel University.

18. Contact for further information

My contact information is given below. If you have any queries or need further information you can contact me without hesitation. I am very thankful for your time and cooperation.

Rashed Almerri

UK mobile: 00447428673830

Kw mobile: 0096599998668

Email: rashed.almerri@brunel.ac.uk

Appendix 2

PARTICIPANT INFORMATION SHEET

Interviews with CEOs

1. Research project title:

Investigating the role of Social media celebrity accounts' personalities in motivating different followers with different personalities to purchase: A case study of Kuwait.

2. Invitation:

You are being invited to take part in an interview for a research project. Before you decide it is important for you to understand why the research is being conducted and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part. Thank you for reading this information

3. Purpose of the study:

To develop a framework for understanding the role of the existence of the celebrity in videos in a social media context on different personality traits' motivations to purchase

4. Why have been invited to participate?

Because we noticed you sponsor and pay for celebrities' accounts on Instagram to promote your products. We believe that you can be a suitable source of information for understanding celebrities' personalities and how these personalities can be strength points in ads.

5. Do I have to take part?

Participation in this research is entirely voluntary and it is up to you to decide whether or not to take part. Your refusal to participate will not involve any penalty or loss of benefits to which you are otherwise entitled. If you do decide to take part in research you need to sign a consent form (attached with this information sheet). Even after giving consent, you have the right not to answer any question you do not

want to, any time during interview without giving a reason and this will not affect rights or benefits you are entitled to. If you decide to participate in the research you will be given a copy of the information sheet and a signed consent form for your personal record to keep.

6. What will happen to me if I take part?

If you decide to take part in this research, I will arrange an interview with you. It will take approximately 30-45 minutes. Interviews may be conducted by telephone as well as face-to-face according to your availability. Interviews will be conducted by the lead investigator (Rashed Almerri). You will be given an opportunity to discuss and share your views/opinions regarding social media and celebrities. There will be no right or wrong answer and all types of opinions and suggestions would be welcomed and will be given equal consideration.

7. What do I have to do?

You do not need to change your routine activities and schedule. This participation does not impose any type of restriction at all, before or after interview so you should not worry in this regard.

8. What are the possible disadvantages and risks of taking part?

There is no foreseeable risk of physical or psychological harm to participants.

9. What are the possible benefits of taking part?

Whilst there are no immediate benefits for those people participating in the research, it is hoped that this work will help SMEs to develop more effective online promotional campaigns. You can also indicate if you would like to receive the results from this work; if so, they will be provided to you.

10. What happens if the research study stops earlier than expected?

If the research study stops earlier than expected then in this case the reason(s) will be explained to the participants.

11. What if something goes wrong?

If you have any query/complaint you can contact me without hesitation at my given contact number. However, if you feel that I do not handle your query/complaint appropriately then you can contact my supervisor Dr. Nevine El-tawy at (Nevine.El-Tawy@brunel.ac.uk)

12. Will my taking part in this project be kept confidential?

All the information that you provide/share during interview will be password protected and hard copies kept in locked cupboards. I will use the information anonymously (participant's name or personal identity will not be used; instead a unique ID will be given for research purpose). Data will also be analysed anonymously by using that unique ID. Similarly, this anonymity will also be maintained during report/paper writing, presentation and publication by not using personal identity.

13. What type of information will be sought from me and why is the collection of this information relevant for the achievement of the research project's objectives?

In interview, you will be asked questions about different social media celebrities and how and why they are effective in online ads.

14. Will I be recorded, and how will the recorded media be used?

The interview will be audio recorded in order to catch all necessary details being provided in the discussion. This is important in order to avoid missing any information. The voices will be transcribed to produce a transcript and destroyed after the studies are completed. The tape will not be shared with any individual outside the research team. Prior to submission of the final report the tape will be kept in locked cupboards. I will analyse data from the interview anonymously (no name or personal identity) and you will not be mentioned in the final report or any publication.

15. What will happen to the results of the research project?

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18. Contact for further information

My contact information is given below. If you have any queries or need further information you can contact me without hesitation. I am very thankful for your time and cooperation.

Rashed Almerri

UK mobile: 00447428673830

Kw mobile: 0096599998668

Email: rashed.almerri@brunel.ac.uk